



Dallas

AUGUST • 1950



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a Scaffold and Scaffolding Service Second to None*

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- Our Associates...



Great American Reserve INSURANCE COMPANY

DALLAS

TRAVIS T. WALLACE
PRESIDENT

Dallas PIONEERS



Established

1869 The Schoellkopf Company

Manufacturers and
Wholesale Distributors

1872 Dallas Railway & Terminal Co.

Street Railway

1872 Huey & Philp Hardware Co.

Wholesale Hardware

1875 First National Bank in Dallas

Banking

1876 Trezevant & Cochran

Insurance General Agents

1876 Fakes & Company

Home Furnishings

1884 The Dorsey Company

Printers — Lithographers
Stationers — Office Furniture

1885 Mosher Steel Company

Structural Reinforcing
Steel and Machinery Repairs

1889 J. W. Lindsley & Company

Real Estate and Insurance

1890 William S. Henson, Inc.

Advertising Printing

Established

1893 Fleming & Sons, Inc.

Manufacturers—Paper
and Paper Products

1900 The Murray of Texas, Inc.

Carver Cotton Gin Division
Boston Gear Works Division
Industrial Supply Division

1900 John Deere Plow Company

Agricultural Implements

1903 Republic Insurance Company

Writing Fire, Tornado,
Lines, and Inland Marine
Insurance

1903 First Texas Chemical Mfg. Co.

Pharmaceutical Manufacture

1907 Tennessee Dairies, Inc.

Gold Seal Dairy Products

1911 Graham-Brown Shoe Company

Manufacturing
Wholesalers

1912 Stewart Office Supply Company

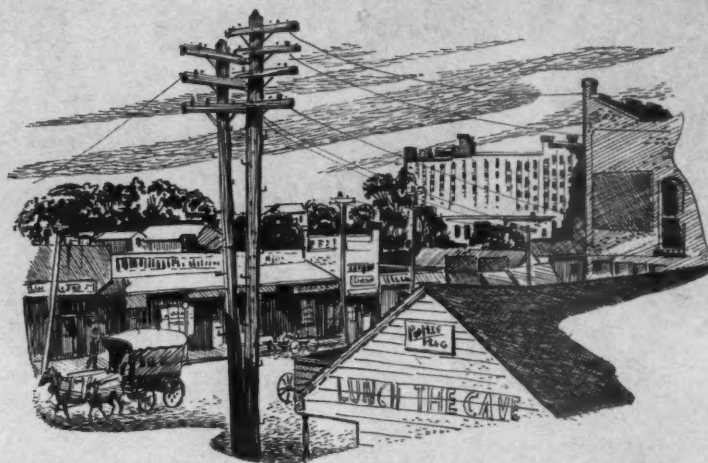
Stationers—Office Outlets

1913 Browning-Ford Machinery Co.

Construction Equipment

1914 Texas Employers Insurance Association

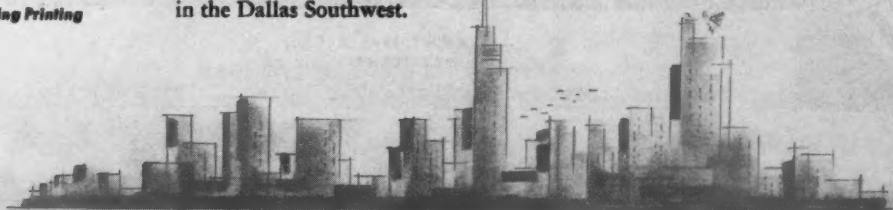
Workmen's Compensation
Insurance



THE Main and Ervay Street corner of downtown Dallas about the turn of the century, as depicted in the sketch above by Virgil Fralin, offers a striking contrast to Dallas' impressive, expanding mid-century skyline. The lunch emporium shown in the foreground stood on the present site of the Wilson Building, and the old Oriental Hotel, where the Baker Hotel now stands, loomed up like a lone sentinel. This sketch was made from a photograph in the files of J. W. Lindsley & Company, pioneer Dallas real estate firm founded in 1889. Growing with Dallas over a period of 61 years, this company has played a major part in Dallas' real estate activity and today has one of the largest rental departments in the Southwest as well as an extensive general insurance and real estate business.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.





CLIFTON BLACKMON Editor
 THOMAS J. McHALE Advertising Manager
 MAURICE D. BRATT Advertising Assistant



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because
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FIRST
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is
serving

75th YEAR OF DEPENDABLE
PERSONAL SERVICE

FIRST NATIONAL BANK in **Dallas**

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce
in the Nation's Capital

Washington and the War

THE war in Korea has set in motion in Washington another grim cycle of preparedness for world conflict, with all that it means in the manifold forms of high taxes, rigid controls, burdensome debts, emotional tensions, and myriad manifestations of turmoils and excitements. Wherever you may be in Washington, in a Capitol corridor, a hotel lobby, or in any of the countless offices in the ramified Federal bureaucracy, you frequently have the eerie sensation of undergoing an experience which you expected to be new but which somehow had happened before. And then comes the acute realization that history is in the process of repeating itself, of resuscitating those poignant years of the recent past. And memories are suddenly vivid again.



DALE MILLER

There is a purposeful pace to the political tempo on Capitol Hill. Legislative mills are grinding more rapidly, Congressional mail is piling up from the hinterlands, and the juggernaut of war preparedness is gathering momentum. Around the town some familiar scenes are in view again, as if in a movie house the innocuous short subjects had run their course and the feature picture were back on the screen. Hotels are beginning to bulge again, trains and planes are disgorging men with briefcases, uniforms are becoming more prevalent, and Washington's biggest industry with the most prolific output, its rumor factory, is working overtime. The kaleidoscope of the early 'forties is in a new perspective.

It was only a couple of months ago that Congress was leisurely going about cutting the old war-time excise taxes and getting ready to adjourn, with nothing

more serious on the horizon but some old-fashioned political campaigning. And even after the invasion of South Korea most members did not take the international situation too seriously for a time; had not they appropriated more than fifty billions of dollars for defense in only a short span of years since the last war? It took a little while to realize that blueprints were not too adequate a defense against the savage hordes racing down through North Korea, and there hasn't been enough time since then to find out why the billions did not buy much more than blueprints.

No one can say, however, that Congress has not been all business during the past few weeks. It has moved rapidly to meet whatever the future may hold. In fact, an anomalous situation has arisen, one which is peculiar in Washington politics and certainly would not have been predicted a couple of months ago. Usually the Administration can be expected to seek from time to time an enhancement of its powers, and generally Congress, and certainly the Republican minority, is in the position of resisting any loss of its prerogatives to the executive branch of the Government. Since the Korean war, however, there has been a bewildering reversal of form.

President Truman promptly sought some limited powers to meet the new emergency, but Congress, prodded by some surprisingly militant Republicans, soon insisted that the President had not asked for nearly enough authority, and that far-reaching controls over virtually the whole national economy should be conferred and exercised. The President refused to accept such plenary power, threatening a veto if a measure embodying full controls were passed, and for a few days it seemed that a paradoxical political battle might be shaping up. It appears at this writing, however, that a compromise is being effected. Congress will enact a bill conferring the powers

requested by the Administration, and will likewise pass legislation for full controls to be kept in a stand-by status and to be activated by the President if conditions should warrant.

Considering the unusual partisan acrimony and philippics which have characterized most of the present session of Congress, produced primarily over a period of many months by the explosive McCarthy charges and counter-charges, the prompt unanimity of action reached on Capitol Hill with respect to preparedness legislation has been perhaps the most wholesome demonstration of democracy's strength and substance that this weary old world has witnessed in many a day. There have been differences of opinion, to be sure, and occasional evidences of petty politics, but by and large the Congressional performance has been patriotic and high-principled. It has been the type of performance that will prove quite as impressive to a waiting and watchful world, in its own particular way, as the heroic stand of American soldiers in the Korean hills.

The determined stand taken on Capitol Hill is merely a reflection, of course, of the reaction of the American people generally to the international crisis, only this time the Congress has been more sensitive and responsive to the awareness of their constituents. It has long been maintained by competent and objective observers of the Washington scene that politicians, despite their intimate relationships with their constituencies, are habitually susceptible to the temptation to underestimate the intelligence and judgment of the people. Because of that, they contend, the politicians, both Congressmen and bureaucrats, have dealt with realities in the past as if they were walking on eggshells, gingerly endeavoring to soften whatever unpleasantness they have felt might befall the people, and thereby losing the confidence of a mature and informed American public.

In any event, an abundance of Congressional mail from around the country has told an eloquent story during the past few weeks. It has been as diversified in form and content as most Congressional mail usually is, but through it all has been the same persistent theme of an awareness of the gravity of the international situation and a willingness to accept whatever burdens that might prove necessary to meet it forthrightly. These convictions have funneled from thou-

(Continued on Page 66)

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Solve *your* personnel problems
by calling...

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DALLAS 1, TEXAS
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What Others Say

Letter From Georgia

Dear Charles:

Well, today closes the first week as your representative in this territory. You will note from the enclosed orders that it has been a very successful one. Without exception, I have been graciously received and I believe it is due to my approach—"My name is Schochat; I represent the Standard Fixture Company of Dallas, Texas".

The name Dallas seems to strike a magic note and draws immediate attention and interest. The city of Dallas is fast achieving the reputation of being "The Smart Center of the Fashion World".

Many of my customers are most anx-

ious to cover the Dallas market as they feel that by so doing they will secure newer and more unusual ideas than the older markets of New York, Chicago, and Los Angeles afford.

The Dallas Chamber of Commerce has certainly paved the way for representatives of its firms by its attractive, powerful, and widespread publicity. In fact, the publicity is so convincing that I claim Dallas as my home and my only disappointment in my new territory is that our baby will not be born in Dallas. We had so planned upon having a Texan in the family. . . .

NAT (Nat Schochat)

Macon, Ga.

Editor's Note—The letter above, which speaks for itself, accompanied the first sales report filed with Charles S. Waldman, president of Standard Fixture Company of Dallas, by Nat Schochat, a transplanted New Yorker, who recently became a sales representative for Standard Fixture in the Southern territory, with headquarters at Atlanta.



EYE GLASSES

All complete
for as low
as

\$6⁹⁵

1927 Main Street Store
OPEN SUNDAYS TILL 1 P.M.

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OPTICAL CO.**

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You can depend on us to handle
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problems with the greatest pos-
sible economy and efficiency.
Our 75 years of experience can
save you time and money.

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AND TERMINAL
WAREHOUSE CO.**

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Due to Delta's fine DC-6 service, I am able to be at my desk in the bank in Dallas all day and in Atlanta or Savannah that night. I like DC-6 speed and comfort. It's the only way I travel; I just leave the car in the garage now.

—H. W. Widdecke
Vice President
Mercantile National Bank



When I go to New Orleans or Miami, I wouldn't think of going any other way except on a Delta DC-6. That's the way to travel! You get speed, you can sleep because it's smooth, and you get service on Delta.

—William McCraw
Lawyer — former
Attorney General, Texas

Dallas Flies Delta

Business leaders whose wide interests keep them on the go agree that Delta is first choice when it comes to travel. For speed and comfort, there's nothing faster, nothing finer, nothing more dependable than a Delta DC-6.



I've been over to Atlanta and the Carolinas several times recently and Delta has saved me four to six days per trip. The one-stop DC-6's to Atlanta are especially helpful in saving time. And on Texas State Fair work, flying is saving me a lot of hours now during a busy time of the year.

—James H. Stewart
Executive Vice President
The State Fair of Texas



We have about ten men who travel constantly across the South and we find flying Delta is not only the fastest way but the most economical. My own preference in planes, just for sheer comfort, is the pressurized Delta DC-6 to New Orleans, Atlanta or other southern cities.

—C. A. Sammons
President, Reserve Life Insurance Co.



When I travel to New Orleans whether it be on business or for pleasure, the only way for me is in one of those big, roomy DC-6's of Delta. One outstanding feature I like about the DC-6 is the type of service accorded all the passengers.

—Julius Schepps
President
Schepps Wholesale Co.



I like flying Delta Air Lines because your DC-6's have plenty of leg room, ample elbow room, sizzling meals, and "customer-conscious" stewardesses. You make me money because you get me there and back so fast I can have double my speaking engagements!

—Elmer (Sizzle) Wheeler
Sizzle Ranch



When traveling to New Orleans, I prefer flying the DC-6 because of its speed and luxury. The schedules are excellently arranged so that I can leave in the morning, return home in early evening, and still have a complete working day in New Orleans.

—Travis T. Wallace
President, Great American Reserve Insurance Co.



Delta's late afternoon schedule from Dallas to New Orleans is ideal for me. I can work here all day, then catch a DC-6 and get to New Orleans at 300 miles an hour—in time for dinner at Antoine's. It's the type of service we need across the South.

—W. A. Green Jr.
President
W. A. Green Co.



I've made more than 2,500 commercial airline flights—in every type of plane—but the DC-6 is the finest of all. When I go to New Orleans or Miami or across the South, I call Delta for a DC-6 reservation.

—R. J. O'Donnell
President
Interstate Theatres, Inc.

New Interracial Committee Drafting Program of Work

THE new Dallas Interracial Committee, sponsored by the Dallas Chamber of Commerce, this month completed its permanent organization and turned to the job of drafting a program of work which will come before the full committee for approval September 5.

Although growing out of the activity of the Dallas Chamber to ease the shortage of Negro housing, the Dallas Interracial Committee plans to extend its efforts beyond the need for homes and pitch in to help on every front where there is a problem between the races to be solved.

The committee has set up offices at the Dallas Chamber with M. J. Norrell, a former vice president and general manager of the Chamber, as chairman and executive director. Will C. Grant, retired advertising director of the Lone Star Gas Company, is vice chairman, and Sam W. Hudson, Jr., president of the Dallas Negro Chamber of Commerce, is secretary.

Mr. Grant has been named chairman of the executive committee of the general committee. Other members are John W. Carpenter, Jerome K. Crossman, Sam W. Hudson, Jr., B. F. McLain, Robert



M. J. NORRELL

G. Payne, and Mrs. J. C. Vanderwoude.

The finance committee, charged with the responsibility of raising the funds from business and civic interests to pay the costs of operating the interracial group, is headed by Mr. Carpenter, Dallas Chamber president. Other members are J. C. Anderson, Jr., Howard P. Holmes, and Louis Tobian.

Mr. Crossman is chairman of the housing committee, which has been given the green light for forming a non-profit corporation to acquire prospective sites for Negro homes. Financed by private capital, the corporation would not go into the home-building business but would buy up land which it considered suitable for Negro home development and hold it until private developers bought it. It is planned that any profits that might accrue to the corporation would be spent for the development of parks and recreation centers for the new Negro neighborhoods. Other members of the housing committee are Arthur M. Gay, Lynn Landrum, A. Maceo Smith, and R. V. Works.

Additional committees will be named as soon as approval has been given to the long-range program of work.



The million-and-a-half-dollar freight terminal of the Texas & Pacific Railway, occupying a tract of 1,600,000 square feet in the Trinity Industrial District.

TRINITY INDUSTRIAL DISTRICT

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Comfort . . . only 42 seats in the coaches! Room for tall Texans to stretch in Ride-master Seats with adjustable leg rests.



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Peace of mind . . . Friendly Texans enjoy the eye appealing, informal lounge car . . . An atmosphere of complete relaxation because of the safety and dependability of train travel.



Now's the time for you to discover the real travel pleasure that is yours aboard this Streamliner. You'll find the *going* truly part of your holiday.



the Chief way to Chicago

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always looking into the future...



AIRCO RESEARCH *tames* *the tough-to-weld* *metals*

Air Reduction's planned research and development program has brought forth many new products and techniques for the metal working industry — the latest is the patented Aircomatic® Process.

Without a doubt, this revolutionary welding process represents one of the greatest advances in metal working history. It is a gas-shielded metal arc method of welding which permits the joining of aluminum, aluminum bronze and stainless steel — in all positions at welding speeds higher than ever before possible.

Continuous feeding of filler metal, and inert gas shielding, are the two main features that give this new welding method its exceptional speed and flexibility. A bare filler metal, in wire form, is fed

continuously through a specially designed gun ... and, of utmost importance, the process deposits a weld metal with an analysis almost identical to the base metal.

Further, to widen the field of Aircomatic application, Airco research is still working to achieve higher welding speeds and greater welding economies.

But, research on this high-speed welding technique is only one phase of Air Reduction's accelerated program. This same forward thinking is at work in the development of oxygen and acetylene processes — and products — for the entire metal industry.



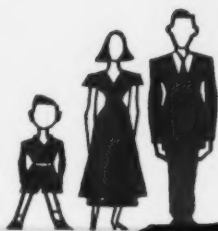
AIR REDUCTION MAGNOLIA COMPANY

A Division of Air Reduction Company, Incorporated

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Houston • Oklahoma City • San Antonio • Shreveport • Tulsa • Wichita Falls

Southwestern Headquarters for Oxygen, Acetylene and Other Gases ... Carbide ... Gas Welding and Cutting Machines, Apparatus and Supplies ... Arc Welders, Electrodes and Accessories

A Mid-Century Love Affair



Dallas' Fabulous Growth

DALLAS at mid-century is still growing, growing, GROWING.

Things are booming, too, for Dallas' neighbors throughout the county, now prospering as commuter towns housing the rising overflow of Dallas' workers from its own city limits.

There is no better indicator of general growth than population, and Dallas is now the No. 3 city in the South, No. 22 in the nation.

The big count of 1950 gives the City of Dallas a population of 432,805, up a whopping 46.8 per cent over the 1940 census tabulation of 294,734 and biggest jump in population in the city's history.

Census adding machines have counted Indianapolis out of its long-held title of the nation's largest inland city and given this superlative to Dallas by a margin of 8,122 persons. Dallas may expect to hold this title until the Trinity improvement program brings a navigable river to the city's doorsteps.

Dallas County bulges with 612,318 persons, an increase of 213,754 persons in 10 years or 53.6 per cent over the 1940 total of 398,564.

The population total for Dallas County takes on fuller meaning when it is considered in connection with that for Tarrant County as an integrated two-county market about the size of Harris County (Houston).

Link Metropolitan Dallas (all of Dallas County as defined by the Census Bureau) with adjoining Metropolitan Fort Worth (all of Tarrant County) and you come up with a Dallas-Fort Worth con-

centration of nearly a million persons, 971,475 to be exact. This is the biggest in the South, and is ahead by 170,306 people of second-place Metropolitan Houston (Harris County). Throw in adjoining Galveston County with Harris County for good measure and you get 407 more square miles in the Galveston-Harris area than in Dallas-Tarrant Counties but are still short by 58,080 persons of equalling the Dallas-Fort Worth market in consumers.

The Dallas-Tarrant County area has a population density of 549 persons per square mile in its 1,770 square miles as against 459 persons per square mile in the 1,747 square miles of Harris County. Dallas County's population density is 686 persons per square mile in its 393-square-mile area.

The total of 971,475 persons now living in the Dallas-Tarrant County area represents a gain of 55.7 per cent from 1940. It is also an increase of 85.7 per cent since 1930, 167.4 per cent since 1920, 297.6 per cent since 1910, and 619.1 per cent since 1900.

Trailing the Dallas-Fort Worth area in size among the South's other metropolitan concentrations of population are Metropolitan New Orleans (Jefferson, Orleans, and St. Bernard Parishes) with 682,658 persons, Metropolitan Atlanta (Cobb, Dekalb, and Fulton Counties) with 663,711 persons, and Metropolitan Birmingham (Jefferson County) with a population of 554,393.

The census figures have confirmed many another statistic that Metropolitan

Dallas is one of the fastest-growing areas in the United States. Contributing to this spiral of growth are the 816 new businesses which have set up shop in Dallas so far this year bringing with them jobs and payrolls.

The impressive lineup of new firms includes the \$38,000,000 Dresser Industries, whose 11 subsidiary manufacturing companies last year sold more than \$80,000,000 worth of equipment to the oil and gas industries. Formerly located in Cleveland, the Dresser general offices now occupy the third floor of the new Atlantic Building.

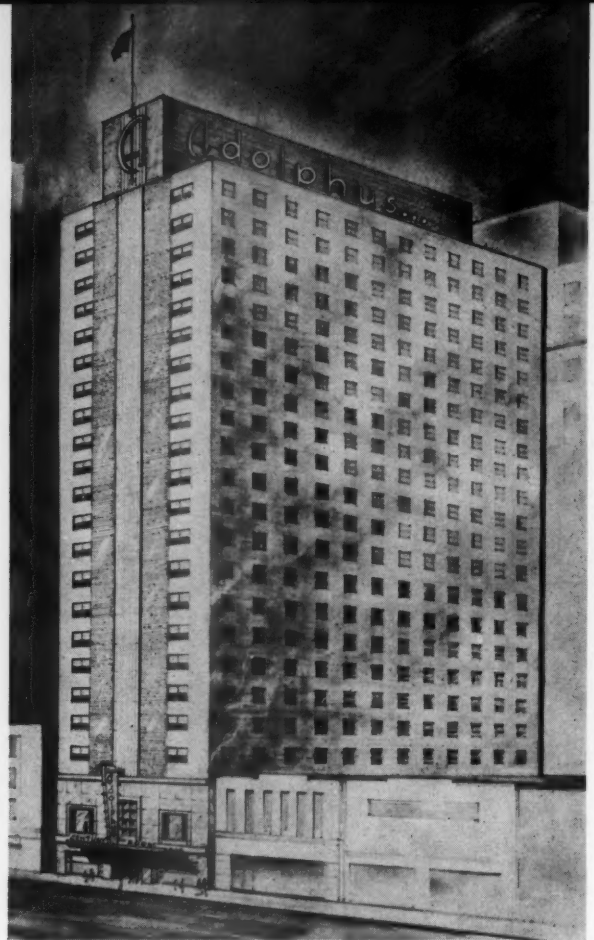
This month Dallas business leaders learned at a luncheon of the Dallas Advertising League why Dresser chose Dallas for its new executive headquarters. As principal speaker, Henry Neil Mallon, Dresser president, gave four main reasons for selecting Dallas after taking a look also at Houston, Tulsa, Oklahoma City, and Fort Worth:

"1. Our new headquarters had to be located centrally to the oil and gas industries. Within a few hundred miles of Dallas are 61 per cent of the United States crude oil production, 57 per cent of the footage drilled, and 64 per cent of the largest drilling contractors, of whom 61 per cent are in the Dallas area. No other city within the same radius reaches over 45 per cent of the crude production and footage drilled.

"2. The new location had to be convenient to our manufacturing plants. Dallas' good transportation facilities make it



MAIN SHAFT of new \$15,000,000 Republic Bank Building will rise 440 feet, and with its tower extending some 160 feet farther into the sky, will have an overall height of 600 feet. Other portions of the integrated structure will cover the remainder of the site to a height of five stories.



MODERN EXTERIOR of new Hotel Adolphus addition will conform in architectural atmosphere to original buildings. The first 35 feet of the structure will be of red granite exterior. Each floor will have 23 guest rooms of commercial type, with individually controlled summer-winter air conditioning.

easy to get to our Eastern or California plants in the quickest possible time.

"3. We had to consider the point of outside professional help. Dallas is the financial center of the Southwest, has the biggest banks, the most enterprising bankers, and other professional services such as top legal firms, accounting offices, and advertising people.

"4. From the standpoint of our employees, we wanted to locate in a city

that ranks high in educational, recreational, and cultural activities."

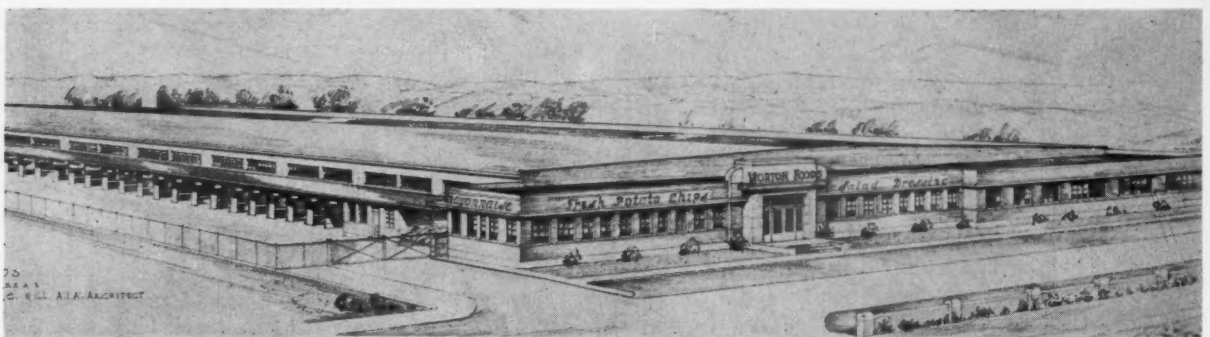
Another measure of a city's growth is its construction activity. In the field of building, Dallas is still going boom. They're building east side, west side, and all around the town. Offices and warehouse buildings, schools, churches, homes, apartment houses, shopping areas, and new subdivisions all are part of Dallas' construction activity that shows

no signs of slowing down. It does not appear that military requirements of the present emergency will take enough building materials from the civilian market to force a curtailment or postponement of major non-residential construction projects about to get under way in Dallas.

The dollar value of Dallas' building permits for the first seven months of this year totaled \$68,963,693 as com-

NEW PROCESSING PLANT and office building being erected by Morton Foods on a 12-acre tract in the 6300 block of Denton Drive at a cost of \$500,000 will look, when completed, as pictured in the architect's

sketch below. The processing section of the huge building will be a single area 500 feet long and 150 feet wide and will provide 110,200 square feet of floor space. The site is big enough to double plant space when needed.

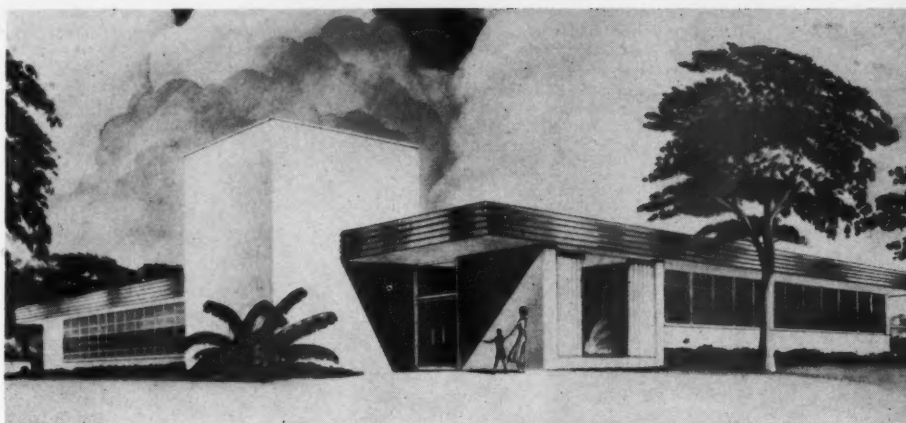


pared with \$44,773,862 for the same period of 1949, a gain of \$24,189,831 or 54.02 per cent.

As of July 31, Dallas had added a total of 5,694 single-family residential units this year as against 4,317 for the same period of 1949, an increase of 1,377 units or 31.89 per cent. A total of 2,141 single-family units were under construction in July as compared with 1,652 for July, 1949.

Dallas' spreading downtown skyline will get more peaks with the completion of new buildings already announced. Highest will be the new Republic Bank Building, whose Pacific-Ervey-Bryan site is now being cleared of present buildings. Covering more than an acre, the skyscraper will rise 36 stories above the ground and have an additional four stories below the street level. The structure will include a garage and be completely air conditioned, and is scheduled for completion in 1952. Republic National Bank will occupy four complete floors in addition to its safe deposit and motor-banking services located in the first basement.

The Henry C. Beck Company has been awarded the contract to build a 500-room, 24-story addition to the Hotel Adolphus, with work scheduled to get under way with the arrival of the first steel for the framework about mid-October. The addition will tower above Main Street over the Adolphus Grill, ticket office of the Texas & Pacific Railway, and the Adolphus Arcade, and will



NEW MILLION-DOLLAR HOME going up for Marlin Associates on Central Expressway is pictured in sketch at top. Treatment Center of the Dallas Society for Crippled Children, scheduled to get under way next month, is shown at bottom, above. Architect George L. Dahl designed both buildings.

give the hotel a total of 1,370 rooms. Wyatt C. Hedrick is the architect for the project which will cost between \$5,000,000 and \$6,000,000, including furnishings. In addition to some \$2,000,000 of improvements already made, Hotel

Adolphus will also add a formal dining room, three more private dining rooms, a cocktail lounge, and 20 more sample rooms.

Having selected a site in the 1900 block of Commerce, adjoining the Dallas

TWO TOP EXECUTIVES of Dallas-based Dresser Industries—John B. O'Connor, executive vice president, right, and R. E. Reimer, vice president, secretary, and treasurer, left—are shown with J. Ben Critz, vice president and general manager of the Dallas Chamber of Commerce.

NEW DALLAS BOOSTER—Henry Neil Mallon, president of Dresser Industries, which recently relocated its headquarters in Dallas—is pictured at left with John W. Carpenter, president of the Dallas Chamber of Commerce, at a luncheon of the Dallas Advertising League at the Hotel Adolphus.



Dallas — Fort Worth

METROPOLITAN DALLAS-FORT WORTH leads the South as a two-county market within 28,525 of one million people. Pacing the county-seat cities in population growth that is as fascinating as it is fabulous are the one-time farm towns now prospering largely as home sites for Dallas and Fort Worth-employed commuters. The amazing gains in population since 1940 of Dallas and Tarrant County towns are revealed in the percentage figures shown on the adjoining map, which also points up the Dallas-Fort Worth market as the geographic center of the Dallas Southwest, the natural crossroads of distribution. Examples: Grand Prairie, champion of Dallas County's boom towns, jumped from 1,595 people in 1940 to 14,707 in 1950, a whopping increase of 822.1 per cent. Garland is nearly five times its 1940 size, up from 2,233 to 10,251. University Park moved up from 14,458 in 1940 to 23,823, a gain of 64.8 per cent, and Highland Park is up from 10,288 to 11,307, an increase of 9.9 per cent. In Tarrant County, Grapevine has climbed from 1,043 in 1940 to 7,826 in 1950, a gain of 75.1 per cent. Arlington has nearly doubled its population, up from 4,240 to 7,691, an increase of 81.4 per cent.

Public Library, for the Dallas Hotel Statler, the Hotels Statler Company is moving ahead with architectural plans so as to start construction of the 800-room hotel next spring at a cost of approximately \$10,000,000. J. N. Fisher, Dallas realtor, obtained options on the property as trustee for the account of the Statler company. The site, which covers most of the block bounded by Commerce, St. Paul, Jackson, and Harwood, cost more than \$1,000,000.

Trinity Industrial District, mostly a wasteland down by the levee a decade ago, is today a showplace of industry. Right now, some \$5,000,000 in new building is under way (30-odd separate projects, 700,000 square feet of total space), including the \$1,500,000 Southwestern parts depot going up for International Harvester Company.

Recent newcomers among the impressive roster of industrial names rapidly filling up the district with office buildings, plants, warehouses, truck and rail terminals, distributor headquarters, and showrooms also include Maytag Southwestern Company, Glidden Company, Manhattan Shirt Company, Mueller Brass Company, L. C. Roney Company, Falcon Manufacturing Company, B. & B. Electric Company, Kellogg Switchboard & Supply Company, Capitol Distributors, Popst Manufacturing Company, Paramount Manufacturing Company, and Trinity Ceramics Supply, Ltd.

Maytag, exclusive distributor in Texas of Maytag home appliances, has leased a \$250,000 building under construction at Leslie and Levee in the Trinity Industrial District, which will provide 30,784 square feet of space for the central warehouse and general offices of the company.

The Glidden Company has moved its factory sales branch from 1029 Elm into a new, modern office and warehouse building on Dragon at Payne, whose 17,000 square feet of space give the paint manufacturing company 50 per cent more room than it had at its old quarters.

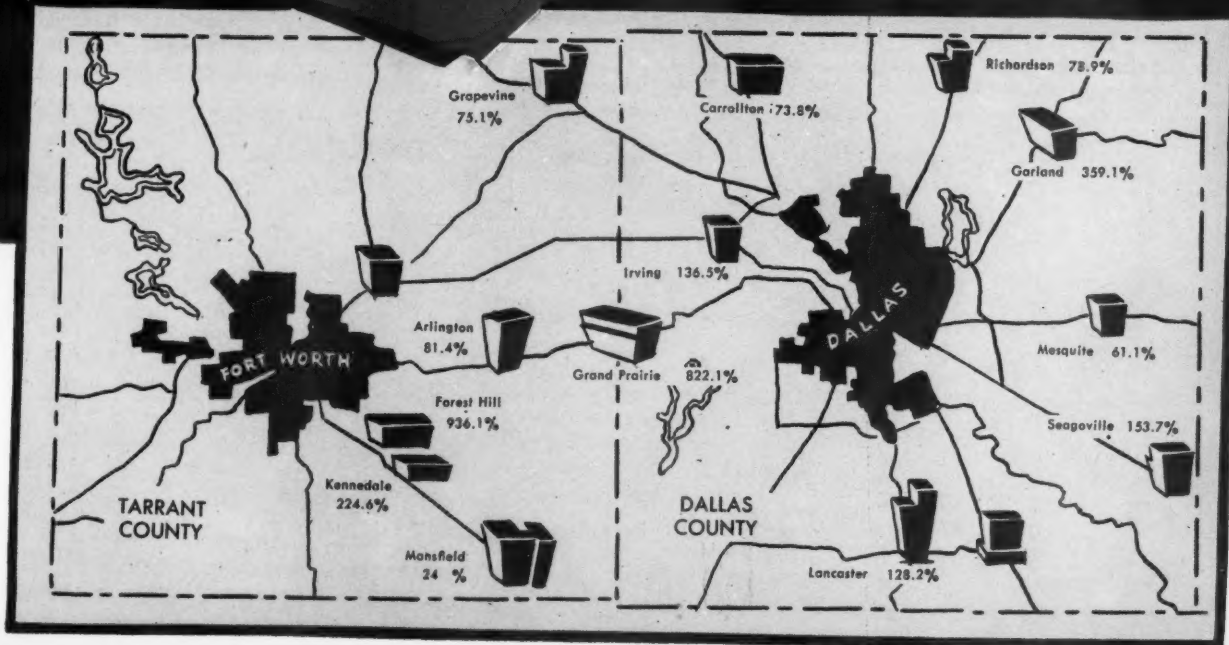
Manhattan Shirt, Mueller Brass, and the Roney company have each leased a section in a 25,000-square-foot building on Cole at Levee, built for Trammell Crow by McFadden and Miller, general contractors. Manhattan has 7,500 square feet of space for its new Southwestern warehouse, sample rooms, and offices. Mueller Brass, producer of brass and aluminum forgings and other products, has acquired 10,000 square feet of area for its Southwestern division warehouse. The Roney company, manufacturer of liquid petroleum gas equipment, is using its 7,500-square-foot section as a warehouse-distribution center for the Southwest states.

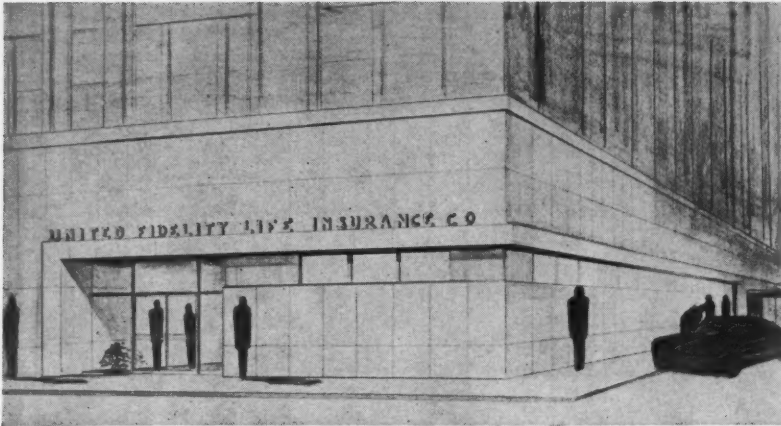
Work is under way on the new plant on Fordyce for Falcon Manufacturing, which started operations four years ago at Grand Prairie making chrome dinette sets. When it gets in its new location, providing a million cubic feet of air-conditioned offices, warehouses, and plant space, Falcon will step up its worker force from 100 to about 200 persons.

Paramount, another producer of chrome and plastic dinette suites, has leased a 7,000-square-foot building at 142 Cole for a manufacturing plant and warehouse. The masonry structure is owned by M. Grossman, who also was the general contractor. Trinity Ceramics, which handles supplies for ceramic work

such as clays, glazes, tools, paints, and kilns, is housed in a new 4,000-square-foot building at 146 Cole. E. O. Davidson and R. L. Campbell are partners and general managers of the business, which they moved to Dallas from California. Popst Manufacturing, producer of nationally distributed Broncobuster blue jeans, dungarees, and play clothes, is completing a new 8,000-square-foot plant

IS A
MARKET





NEW ASPHALT MIXING PLANT of Texas Bitulithic Company (top photo) is equipped with a conveyor belt on which raw materials are unloaded from bottom dump cars and carried to the proper bin. Through a tunnel and conveyor system under the stock piles, these materials are transported to the mixing plant as needed. Total capacity is rated at 100 tons of asphalt mixtures per hour. New ground-floor quarters of United Fidelity Life Insurance Company will have exterior finish of Swedish red granite (bottom photo, above), when remodeling program is completed.

at 1105 Dragon, in which it will consolidate factories now at Lancaster, Texas, and 408 North Lamar in Dallas.

Kellogg, which makes telephone instruments, switchboards, and electronic equipment, has leased a 15,000-square-foot building at 105 Glass for a warehouse which will serve Texas, Louisiana, Oklahoma, and Arkansas. Trammell

Crow is the owner. B. & B. Electric, which does industrial, commercial, and residential wiring, has occupied its new home at 1321 Levee, which provides 1,500 square feet of space. Bill Hand and Ben O. Barnard are partners in the business. Capitol Distributors, which has been appointed distributor of Admiral Corporation products in Dallas and 91 other Texas coun-

ties, has a new \$100,000 home at 1026 Dragon. The building provides 20,000 square feet of space for offices, display rooms, and warehouse.

Trinity Industrial District, whose total property value is now around \$20,000,000, is matched by Airlawn Industrial District in typifying the new Southwest industrial frontier and Dallas' big role in the region. Rapidly filling up, Airlawn is overflowing its original boundaries with bright new factories and warehouses.

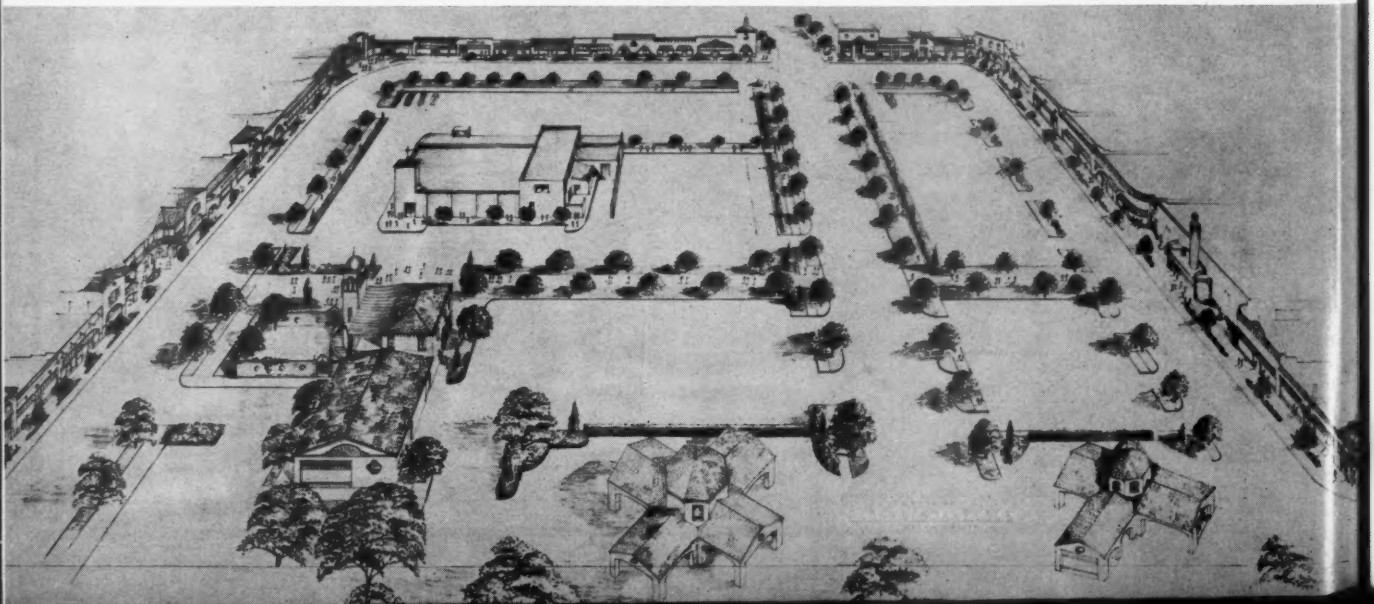
A new project in a nearby neighborhood is the \$350,000 warehouse and office building under construction for A. W. Cullum & Company, wholesale grocery firm. The new plant on a 3.5-acre tract on Haws near Denton Drive and Maple will give the company about one-third more space than it has at its present quarters at 901 South Preston.

A. E. Illes Company, manufacturer of flavors and extracts, plans to move next month from 2215 Olive to its new plant now being completed at 5527 Redfield, between Inwood and Butler Roads. Designed by J. N. McCammon, architect, and being erected by Cowdin Brothers Company, general contractor, the 8,000-square-foot building will include 1,000 square feet of office space, a 205-square-foot laboratory, and a 600-square-foot moisture-proof room for the manufacture of dry powder flavors.

Morton Foods is now at work on a new \$500,000 processing plant on a 12-acre tract in the 6300 block of Denton Drive, which will have 110,200 square feet of floor space. The building will also house Morton's general offices (10,000 square feet).

Now going up farther out on the Missouri-Kansas-Texas Railroad, which serves the Airlawn Industrial District, is the \$1,000,000 manufacturing

CASA LINDA PLAZA, modern shopping center being developed on Garland Road at Buckner Boulevard, will have appearance depicted in architect's sketch below when completed in about two years.



plant of United States Envelope Company. The Dallas factory, which will make a full line of business and social envelopes and paper water cups, is being erected by the Austin Company on a 7-acre tract just north of Letot on U. S. Highway 77. It will contain about 50,000 square feet of space and will serve Texas, New Mexico, Colorado, Oklahoma, Arkansas, Louisiana, and parts of Kansas and Missouri. Between 150 and 200 workers will be employed.

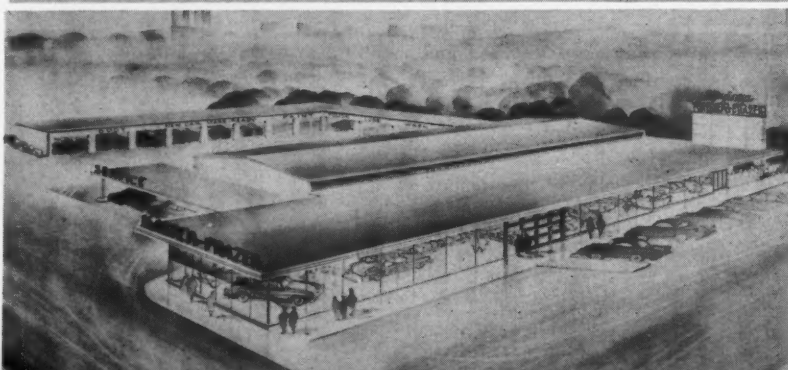
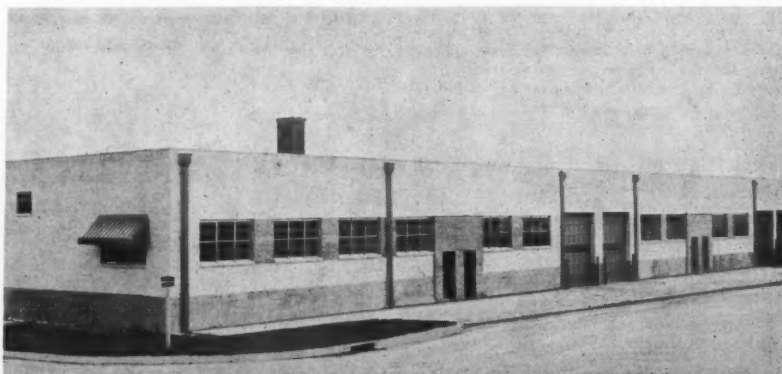
Next door to U. S. Envelope will be the John Deere Plow Company, which is erecting a 140,000-square-foot office and warehouse building on a 12-acre tract to cost about \$1,000,000. It will contain modern display rooms, sales offices, a complete parts department, and shipping and warehousing facilities. John Deere Plow plans to move into its new plant early next year from an eight-story building at 501 Elm, where it has maintained its headquarters for 46 years.

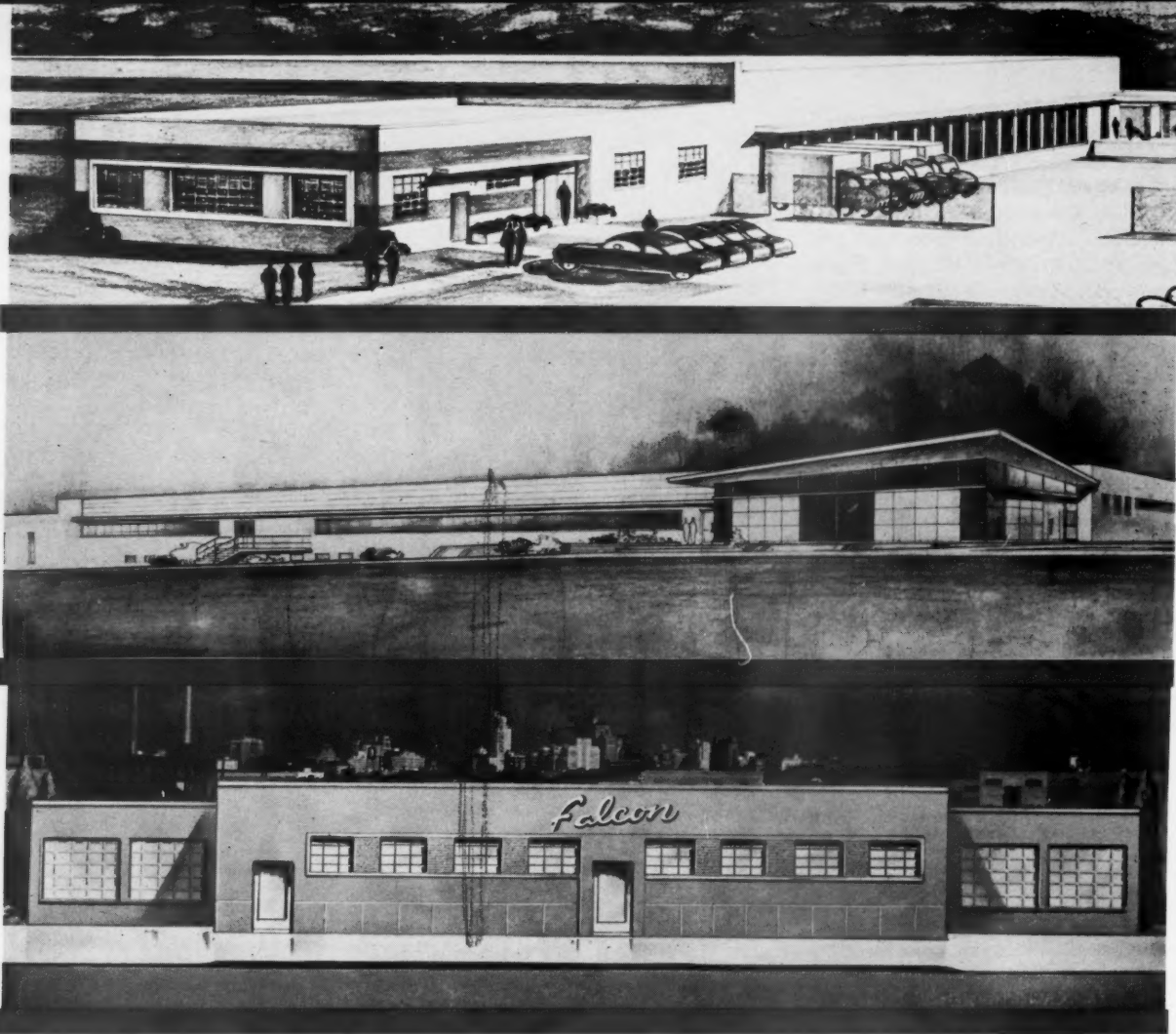
First major improvement along Dallas' new Central Expressway is the 37,500-square-foot building being erected about 400 feet east of Haskell as a new \$1,000,000 home for Marlin Associates, Southwestern distributors of fixtures, appliances, and materials in the electrical field. The building will contain offices, showroom, and warehouse.

Republic National Life Insurance Company, which three years ago sold the eight-story structure in which it now leases space for its home offices, will erect another home office building on a 22-acre tract it has acquired fronting Central Expressway between Haskell and Fitzhugh. First step in the building program is the construction now under way of the first unit of a 63,000-square-foot one and two-story structure to house several of the company's departments now located in Oak Cliff. This building will later be sold upon completion of a per-

NEW CONSTRUCTION in Dallas includes factory sales branch of the Glidden Company (top photo, right); new home of Lane Plating Works (second photo from top), which includes a plant of heavy steel and concrete construction and a separate brick building for offices; Barnett Building, housing Harben, Inc., which will have the exterior appearance depicted in the artist's sketch (center photo) when remodeling is completed; three-sectioned building (second photo from bottom) for Manhattan Shirt Company, Mueller Brass Company, and L. C. Roney Company, which have brought new operations to Dallas; and modern home for Skyline Kaiser-Frazer Company (bottom photo), which is being built of rigid frame steel with glass walls and glass partitions throughout.

DALLAS • AUGUST, 1950





STREAMLINED WAREHOUSE and office building of A. W. Cullum & Company, pictured in sketch at top as it will look when completed, will be equipped with newest type materials handling machines. Beard & Stone Electric Company's new home, shown in drawing at center, will include an auditorium seating 300. Composite photograph at bottom, above, shows how the new plant of Falcon Manufacturing Company will appear on the Dallas skyline when completed.

manent home office structure for all departments.

New commercial construction dotting Dallas elsewhere includes a 11,000-square-foot addition being made to the plant of the American Products Company on Latimer at Uvalde, which will bring the total floor area to 26,000 square feet. With its enlarged home, American Products, which manufactures and distributes raw materials, supplies, and equipment for bakers and ice cream, candy, and food manufacturers, will be able to expand existing departments and add a foreign trades division. Supervised by Clinton B. Ridgell, the new department will specialize in importing spices,

nuts, essences, gums, coconuts, and other products used by American food processors, and will also export products needed by foreign countries. Howard Meyer is the architect for the improvement project,

and W. H. Malone & Company are the contractors.

Skyline Kaiser-Frazer Company has a \$250,000 automobile distributor plant under construction at 118 Commerce. A

Dallas' Population Gains Since 1900

Here is how Dallas County and the City of Dallas have grown in population since the turn of the century, according to U. S. Census figures. The first Texas Legislature passed on March 20, 1846, an act creating the County of Dallas (893 square miles). Dallas was founded in November, 1841, by John Neely Bryan, was incorporated as a town in 1856, and as a city in 1871.

| Year | Dallas County | | City of Dallas | | |
|------|---------------|-------------------|----------------|----------|------------------------|
| | Population | Area Square Miles | Population | Increase | Percentage of Increase |
| 1900 | 82,726 | 9.78 | 42,638 | 4,571 | 12.0 |
| 1910 | 135,748 | 18.31 | 92,104 | 49,466 | 116.0 |
| 1920 | 210,551 | 23.54 | 158,976 | 66,872 | 72.6 |
| 1930 | 325,691 | 45.11 | 260,475 | 101,499 | 63.8 |
| 1940 | 398,564 | 45.59 | 294,734 | 34,259 | 13.2 |
| 1950 | 612,318 | 120.22 | 432,805 | 138,071 | 46.8 |

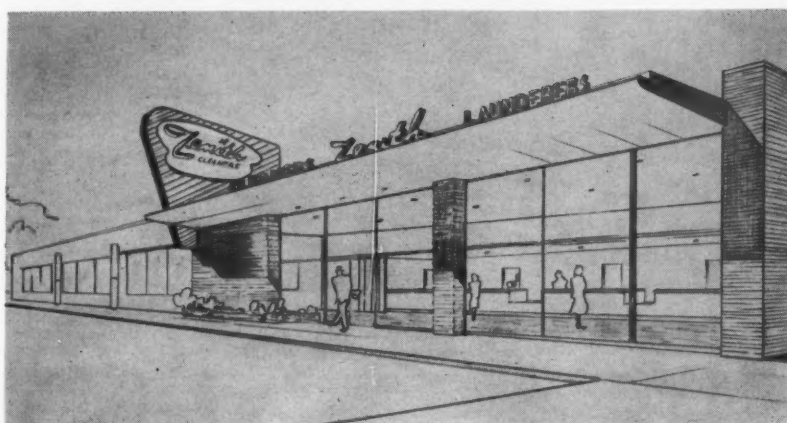
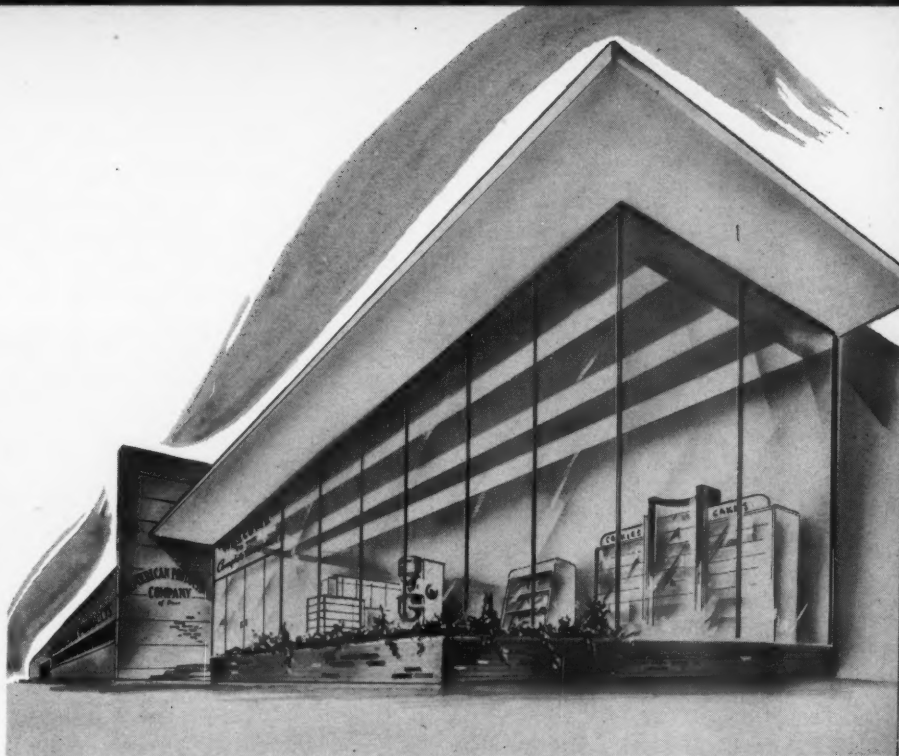
design feature will be a spacious, 300-foot-long new-car display room with three different floor levels giving a terraced effect.

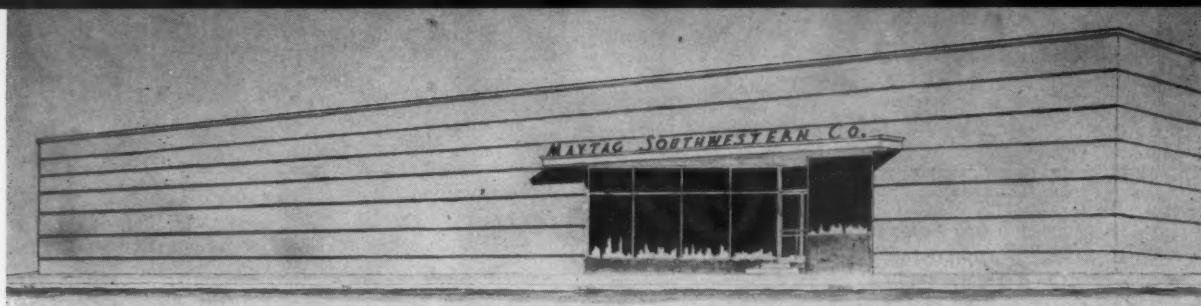
Beard & Stone Electric Company is erecting a new 100,000-square-foot office, service shop, and warehouse building on Live Oak between St. Joseph and Haskell. J. N. McCammon is the architect, and Cowdin Brothers are the general contractors.

Lane Plating Works, which specializes in hard chromium engineering and production plating, has occupied its new \$100,000 plant at 5322 Bonnie View Road, which provides double the space the firm had at its old quarters at 914 Hall. Located on a five-acre tract, the plant has 12,000 square feet of floor space and an additional 2,000 square feet for extra storage. F. E. Lane, owner, designed the structure, and M. B. Adams was the builder. About \$20,000 has been spent on new equipment installed in the hard chromium plating department.

Harben, Inc., which acquired the fire-

PLANT ADDITION going up for American Products Company (top photo, right) is scheduled to be ready for the firm's twenty-fifth birthday celebration next month. A \$50,000 expansion and remodeling program has given Zenith Laundry, 4417 Main, a 6,500-square-foot addition and a new all-glass front on the original building (sketch at center, right). The new structure houses additional laundry equipment and a new call office for customers with head-in parking space in front. Grayson Gill was the architect and the Schwarz Company was the general contractor. A Harris & Company formally opened its redecorated millinery shop (bottom photo, left) this month to complete the modernization of the store's fourth floor. A combination of fluorescent and incandescent lighting has been installed to complement the overall color scheme of greyed-blues, soft pinks, and greyed-limes. A new store opened at Elm and Field, on the ground floor of the Rio Grande National Life Building, by Padgett Bros. Company is under the management of A. J. McGee (bottom photo, right). The store will handle athletic equipment, luggage, and small leather goods.





MODEL KITCHEN will be feature of Maytag Southwestern Company's new central warehouse and general office building (top photo), which is being built by Inge-Hayman Construction Company, with Lucius O'Bannon as architect. A. E. Illes Company's new factory (second photo from top) will have an entrance faced with Roman brick and all stainless steel equipment. Greene Brothers, distributors of scientific instruments and laboratory apparatus, have recently completed a 5,000-square-foot addition to the firm's headquarters building (second photo from bottom) at 1812 Griffin, bringing the total floor area to about 20,000 square feet. The addition meets a need for more warehouse space. Laurin P. Marlow, owner of Marlow's, is pictured (bottom photo) in the new quarters of the camera store at 1807 Main. The firm has 2,500 square feet of space in a remodeled two-story building, providing nearly twice the space of the old location.

tion program is completed in 1951.

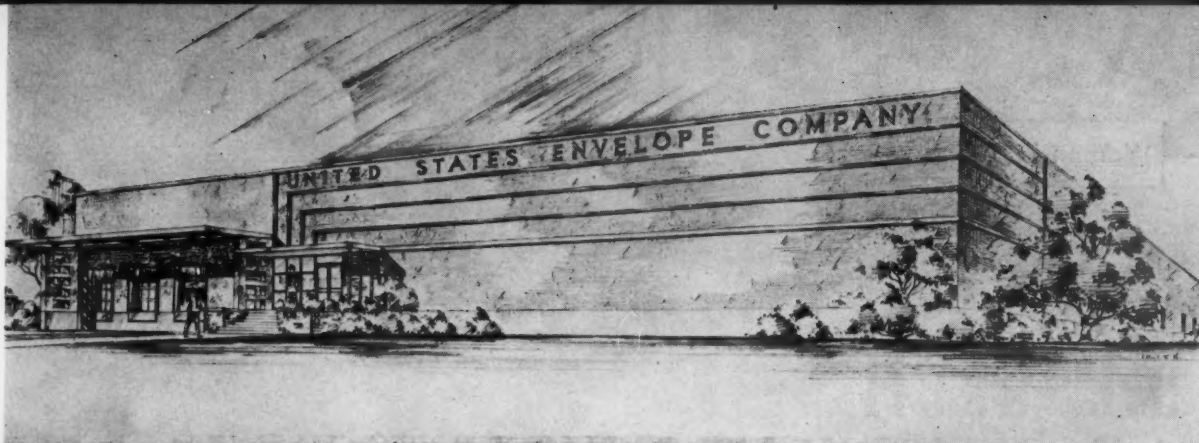
Texas Bitulithic Company, 2121 Irving Boulevard, has put its new asphalt mixing plant into full operation. The plant, along with a small plant office and laboratory, is located on a 4 7/10-acre tract in the Trinity Industrial District, where the company's general offices and the repair shops for paving equipment will be moved from their present location at 111 Commerce during the next year.

Ford Motor Company is adding to its Dallas plant a 100-by-160-foot annex, costing \$112,800, which will house precision equipment for final testing of new cars. The new gauging devices will cost an estimated \$100,000.

A big, new smokestack seen towering 298 feet on Dallas' skyline gives evidence of the huge expansion program under way at Trinity Portland Cement Company, which will nearly double the plant's production. Next to the smokestack is a new kiln, 425 feet long, 11 feet, 3 inches in diameter, which will burn about 1,

damaged Gardner Park Building in 1947 for its executive and sales offices as well as manufacturing and warehousing facilities, is now preparing to put to use an additional 60,000 square feet of floor

space in the three-story, block-long structure on Comal, between Jefferson and Fleming, renamed the Barnett Building. Harben will have over 110,000 square feet of floor space when the reconstruc-



NEW SOUTHWEST PLANT at Dallas of United States Envelope Company will have the modern look depicted in the architect's sketch at top. The new Mercantile-Commerce Building, pictured at left, bottom photo above, has four floors of underground parking area, each arranged as shown at right, bottom photo above.

200,000 barrels a year. The expansion program at the plant on West Davis will include several new buildings, including a kiln building, a mill building, and silos.

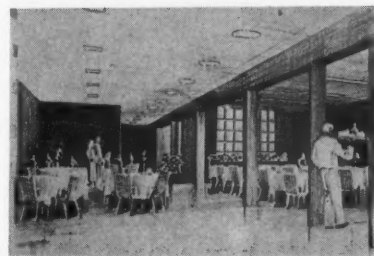
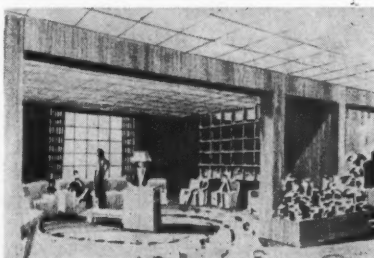
The spreading out of Dallas' borders has brought many, modern shopping districts throughout the city. Up front in the long line of centers that have sprung up since model Highland Park Shopping Village had its beginning is Casa Linda Plaza, where \$1,000,000 of construction on the second phase of its development program is under way. When the shopping village is completed in two years by Carl M. Brown and his associates, it will have 3,000 front feet and provide room for about 110 stores, shops, offices, and other commercial enterprises on a 27-acre tract on Garland Road and Buckner Boulevard. Total cost will be about \$3,000,000.

Downtown Dallas projects recently completed or under way include the newly opened Mercantile-Commerce Building, which has put into operation its three acres of underground parking space (four floors) to serve Mercantile National Bank customers and the public in general. The garage has an estimated turnover of 1,500 cars a day.

United Fidelity Life Insurance Company will treble its home office space when it moves from the second floor of the T. & P. Building, which it owns, to

the ground floor and mezzanine now being remodeled. The entire outside of the first story will be modernized with Swedish red granite. The new quarters will provide more than 20,000 square feet of floor space and will also house United Fidelity's Dallas agency. Smith & Mills are the architects, and Burgher Construc-

SECOND-STORY QUARTERS at Commerce and Browder being remodeled for recently organized Engineers Club of Dallas will provide 5,000 square feet of floor space for lounge (top sketch, below), main dining room (bottom sketch), private dining rooms, service kitchen, and other facilities.



tion Company is the general contractor.

Various indexes also point up Dallas' record growth. From a total of 177,844 persons employed in non-agricultural jobs in 1940, Dallas hit a war-time peak of 209,200 persons employed, and since the war has kept right on expanding its worker force. As of August 1, Dallas had 259,700 workers in non-agricultural jobs. Other salient statistics:

Dallas showed the biggest percentage of increase in retail sales between 1939 and 1948 (262 per cent) of any of the 32 largest metropolitan cities of the nation, according to the U. S. Census of Business. Dallas' postal receipts for the first seven months of 1950 were \$7,098,345 as compared with \$6,460,172 for the same period of 1949, a gain of \$638,173 or 9.87 per cent.

In response to the latest bank call (June 30), Dallas 22 banks reported deposits at an all-time high, up to \$1,204,391,065 to top Houston's figures by \$37,148,765. This was an increase of \$202,013,953 or 20.15 per cent over midyear 1949. Resources of Dallas banks likewise climbed to a record \$1,312,163,727 for a gain of \$222,058,104 or 20.37 per cent over June 30, 1949.

You now have a cross-sectional picture of big-time Big D today. Most of its citizens think its growth to date is just a starter.

Nell O'Connell

By Mary Fletcher Cavender

THE QUALITIES OF A successful business personality are usually common to every leader, regardless of his chosen career. It is this maxim that keeps one from being astounded to learn that a prominent educator or lawyer has become an excellent governor or that a former star of stage and radio has adapted her winning personality to the job of getting business for a progressive young bank.

Nell O'Connell is a highly successful woman banker, serving as assistant cashier, custodian of the vault, and director of new accounts for Hillcrest State Bank, which faces the campus of Southern Methodist University. Instead of training for this job by taking accounting courses in college or traveling the route to success via secretarial prowess, she took her teenage tutelage in music, dancing, harp lessons, drama, and has spent the greater part of her life in the glamorous existence of the theatrical and arts world. How she went from grace notes to bank notes is the story not only of a successful career but also of a successful person.

Ambition for her first career was born when she began to study piano at the age of six. In high school she showed promise of an outstanding voice and began training with Jan Duggan, now one of Dallas' many contributions to Hollywood. Although she attended business school for three months after completing high school, she did so only to get a job that might allow her to save money to continue her music. She soon went to St. Louis to continue her voice work, and from here it was only a hop, skip, and a jump to Chicago, Philadelphia, and New York, and a phenomenal career that placed her as one of the era of such great personalities as George M. Cohan, John McCormick, and Mme. Schumann-Heink.

Although Miss O'Connell is as Irish as the color green, being a direct descendant of Daniel O'Connell, illustrious Irish



MISS NELL O'CONNELL

statesman often called the uncrowned king of Eire, she had never strayed from singing classical arias and art songs. Her dimpled and bright-eyed beauty won for her a national photography prize. Doing so was one of her early achievements, for this picture hung for years in Mr. Cohan's office. He was intrigued with her soft thrilling voice, and felt that it bore a close resemblance to that of her statesman forebear, who Disraeli had said had the finest voice ever heard in the British Parliament. Mr. Cohan offered Miss O'Connell the leading role in "Little Nellie Kelly" after hearing her sing, but she was anxious to become a great concert singer and felt that the training she had received placed her voice above musical comedy status.

She was heard by Martin Beck, president of the Orpheum Circuit, who gave her a contract to sing the classics in a tour of Memphis, St. Paul, and New Orleans, billed as "A Rosebud of Song." At the end of the first season, when Orpheum renewed her contract, Maurice Speyer, who was circuit conductor in St. Louis, urged her to change her act. She knew that often she had been requested to "sing something Irish," and, recalling the jigs her father had taught her as a child, she bought an Irish costume and worked out a song-and-dance routine to "I'll Be Dublin' Back to Dublin." She turned from opera to beautiful songs like "Last Rose of Summer," and became an even greater Orpheum attraction. Mr. Speyer advised her to get an Irish harp, and that

acquisition was her first introduction to what is now her main musical outlet.

By the time the Orpheum Circuit opened in the following fall, she had mastered the keyboard sufficiently to strum her own accompaniment. Her billing changed to "The Irish Colleen." Her second chance to go to Broadway came from the Shuberts who offered her a soubrette role in the "Winter Garden Show." Her contract with Orpheum interfered this time.

By this time radio had become the medium of the great artists and Nell O'Connell turned to it with her many talents. She had her own program in New York for two years, and appeared as guest star on programs with the Nugents, Fred Allen, Jack Benny, Fibber McGee and Molly, Burns and Allen, Eddy Foy, and Mme. Schumann-Heink. She sang Irish songs for the dean of Irish tenors, John McCormick.

Next for the Irish lovely was a contract with RKO as a singer and harpist. She had mastered the Irish harp and, while in New York, had studied the concert harp. Renewing the study of classical music prompted the desire to return to Dallas, and during a visit she auditioned for the Dallas Symphony Orchestra. She was immediately signed to a contract as the orchestra's solo harpist, and for three years combined her musical career with home life in Dallas. Then the Dallas Symphony suddenly disbanded. She wanted to remain in Dallas, so she turned to the Fair Park Association, which was

(Continued on Page 63)

Reddy
Kilowatt..

Master
Chef!



builds sales..boosts profits

CLEAN

COOL

ECONOMICAL

AUTOMATIC

CONVENIENT


FAST

the electric way

Just as homemakers now demand the speed, economy and convenience of electric cooking, so progressive restaurant men choose the *electric* way to do a better cooking job.

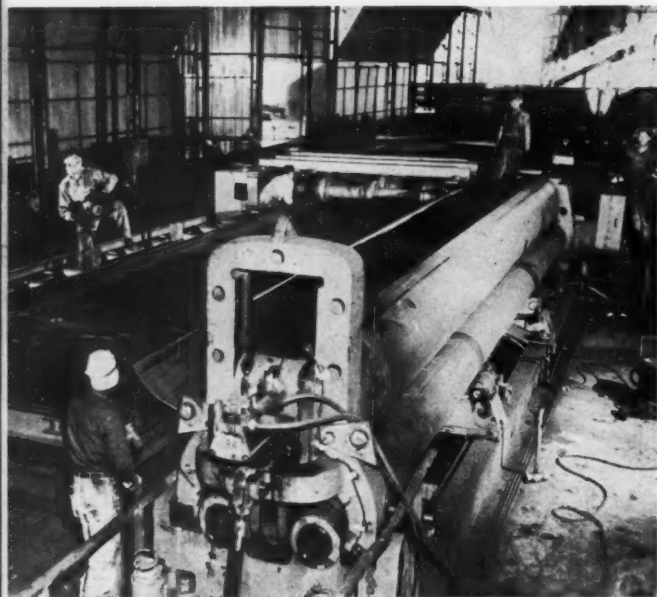
Better food, quick service, satisfied customers and higher profits are the results gained by restaurants who have installed electric cooking.

Check up on this modern method of selling and serving more customers per hour. Call your electric equipment dealer...or, a representative of Dallas Power & Light Company will gladly assist you, without cost or obligation. Call Central-9321, Station 249.

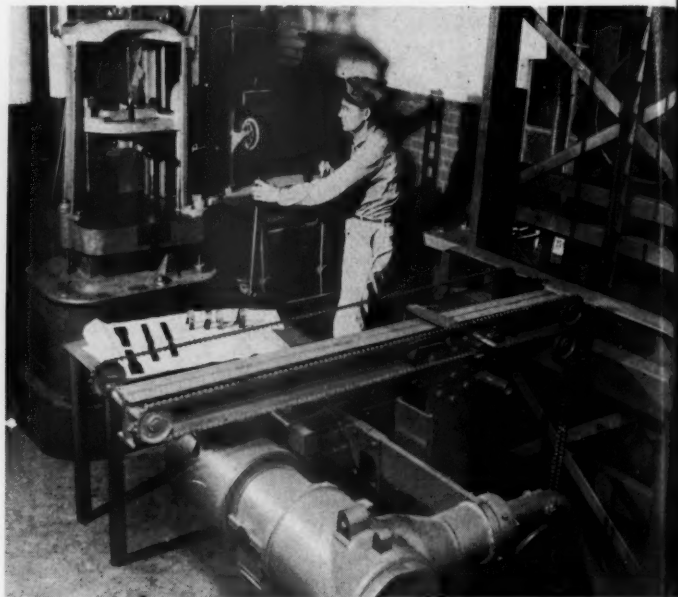
The Switch  *is to Electric Cooking*
DALLAS POWER & LIGHT COMPANY

Pipe Factory

First of Their Kind in the Southwest, Dallas Mills of Master Tank and Welding Are Turning Out a Mile or More of Pipe a Day for the Gas and Oil Industries



BENDING ROLLS of No. 2 pipe mill at Master Tank & Welding will handle sheet steel from $\frac{1}{4}$ to $\frac{1}{2}$ inch in thickness, 26 to 36 inches in width, and up to $31\frac{1}{2}$ feet long.



THIS VIEW of the extensive testing laboratory at Master Tank and Welding shows X-Ray and Olsen testing equipment. Each piece of pipe undergoes rigid inspections for flaws.

A MILE or more a day of steel pipe as large as 36 inches in diameter rolls out of a big capacity fabrication plant that is both one of the nation's youngest and one of its most ingeniously automatic in production techniques—Master Tank and Welding of Dallas.

Master's is the first pipe producing establishment to be located in the Southwest. The plant was built with Southwest capital and know-how.

Ingenious is what Sam O. Weempe, partner and general manager of the firm, had to be when Lone Star Gas Company ordered 75 miles of 20-inch pipe in the summer of 1948. Master Tank and Welding was then primarily in the business of making pressure tanks for liquefied petroleum gases.

Mr. Weempe delivered the 75 miles, plus another order from Lone Star Gas for 50 more miles. To do it, he con-

structed one of the most advanced pipe manufacturing plants. Now in full blast operation, it continues to serve the gas and oil industries.

Hardly touched by human hands, sheet steel from $\frac{1}{4}$ - to $\frac{1}{2}$ -inch in thickness and in slabs weighing as much as two tons is fed to the Master Tank and Welding production line with the casualness of dropping nickels into a gum machine. Through crimping, rolling or pressing, welding, straightening, beveling, and hydrostatic testing and expansion, the pipe continues with mechanical guidance to a 100-mile-capacity storage yard.

Actually, Master Tank and Welding's pipe-forming facilities consist of two complete pipe mills. The No. 1 pipe mill, completed late in 1948, is equipped to produce pipe by the "press" method from 20 inches to 24 inches in diameter

and in lengths up to 30 feet. The No. 2 pipe mill was erected late in 1949 to manufacture pipe by the roll process from 24 inches to 36 inches in diameter in lengths up to $31\frac{1}{2}$ -foot sections or double-jointed lengths up to 63-foot requirements.

The two complete plants mean that Master Tank and Welding can handle two separate contracts at the same time. While the firm has been producing around one and three-quarter miles of pipe a day, its capacity is many times this amount.

The pipe press in the No. 1 plant is unusual in having a 30-foot distance between housings. Mr. Weempe and his engineers built the press rather than wait for a manufacturer to deliver it. The Weempe-designed giant has a 75,000-pound top beam that will form one 30-foot pipe section every minute. The press

is hydraulically operated, driven by one 400-horsepower electric motor and one 535-horsepower diesel motor. Again, Mr. Weempe wanted a crane and was told it would be three months before the crane maker could deliver it. Master Tank and Welding's engineers built it in three weeks.

To insure the quality and durability of the pipe produced, each piece passes through a series of rigid inspections. Master's automatic welding machines employ the submerged arc process. X-ray equipment helps check for flaws, and at the end of the assembly line the pipe is placed in a hydraulic expander and pressure-tested to 2,500 pounds per square inch or more.

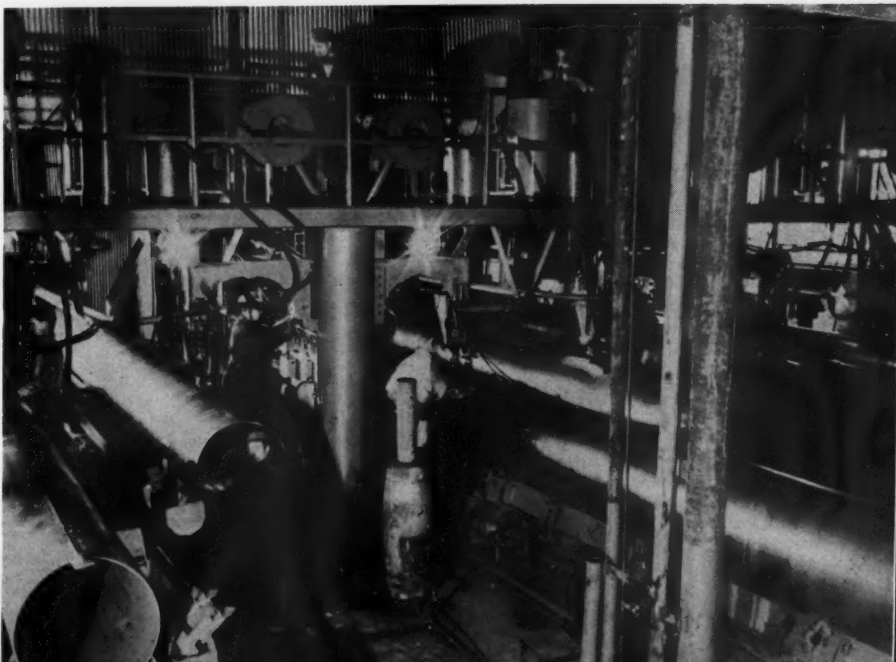
Master has the authorization of the American Petroleum Institute to mark the organization's official monogram on high-test line pipe in accordance with API 5LX, Certificate Number 1055.

The extensive and modern Master Tank and Welding plant has progressed a long way from the little one-man shop Mr. Weempe set up in 1935 to turn out gasoline tanks for trucks. He had come to Dallas from Waco to take a job as a welder with Master Petroleum Company. He set up the welding shop in a 20-by-36-foot leased building to spend his evenings in making extra money. The original property is a part of present facilities covering 10 acres on a 32-acre tract which provides room for future shop expansion.

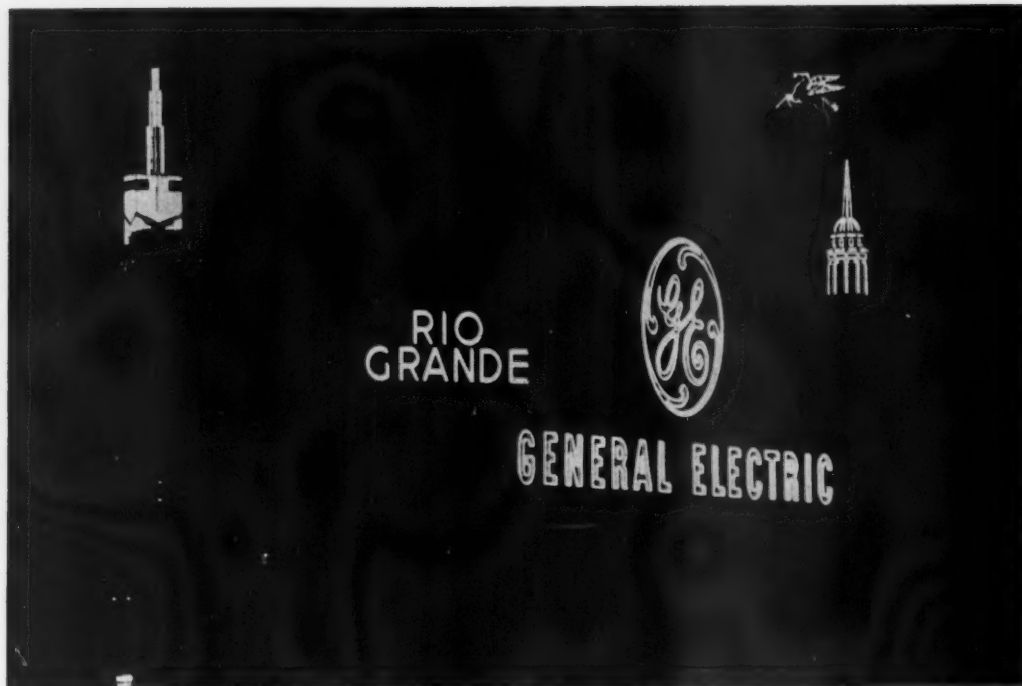
The present company formally dates from 1941 when it was set up by Mr. Weempe with Carl Casey as a partner. C. L. Young is assistant manager. The firm now employs some 200 workers.

IN PIPE FABRICATION PROCESS at Master Tank and Welding, sheet steel is conveyed into the press after it leaves a shearing and breaking machine, where edges are given a preliminary "break" ahead of the press operations. After the pipe has been formed in the press, it is ejected by hydraulic cylinders out of the large unit where conveyors pick it up and carry it on to the tack-up jigs. It is tack welded (photo at top, right) after it has been rolled, and then goes to the automatic welding machines where submerged arc welding is used along the entire length of the pipe (bottom photo). Next step is the round up press where ends are rounded, after which the sections proceed to the straightening press. It is then conveyed to the beveling lathes where both ends are simultaneously machine beveled to the desired degree. The pipe is now ready for testing which is done on a hydraulic machine (center photo), which brings the pipe beyond its yield to complete the rounding process. The pressure is reduced to the required hydrostatic test pressure. From here the pipe is conveyed to yard racks for shipment by truck or rail to construction areas.

—Photographs by Squire Haskins



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Veteran Buyer Marks Fiftieth Anniversary

THE ADVICE, "Go west, young man, go west," brought A. J. Blankenship from Alabama to W. A. Green Company for his first try at a job.

He was interviewed by W. A. Green, Sr., founder of the Dallas department store, who told the young fellow that, although the firm was not in need of additional employees at the time, he could come in the next day and see what he what he could do selling in the aisle.

The youth did such an excellent job, and Mr. Green was so pleased with the manner in which he waited upon his customers that he made him a permanent employee.

This month that Alabama farm boy who responded to the pioneer urge to go to Dallas was on leave of absence after winding up a half century of service with W. A. Green Company. During 48 of those 50 years Mr. Blankenship never missed a day at the store because of illness.

In 1911 he was appointed piecegoods and linen buyer, and made his first buying trip to New York. He has watched the Green store grow from a small two-story building on Elm just off Akard to its present 12-story home at 1616 Elm.

When Mr. Blankenship arrived at his home recently from the store, he thought someone had made a mistake, for there stood a handsome RCA television console in his living room. But he was soon assured by Mrs. Blankenship that no mistake had been made, for the television receiver was a gift to him from W. A. Green Company as an expression of appreciation to an employee who could well be an example to



A. J. BLANKENSHIP

youngsters now entering the merchandising field.

Recently the Dallas Textile Club sponsored a surprise luncheon at which buyers and associate buyers of the department stores of Dallas and Fort Worth joined hands in honoring Mr. Blankenship as a veteran retail buyer.

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AT HIS DESK in the office of the president is Travis T. Wallace, Great American Reserve Insurance Company's co-founder and chief executive.

Great American Reserve Opens New Home Offices

—Photographs by Squire Haskins

FACILITIES of machine units and record section of Great American Reserve Insurance Company's new home offices are pictured below. This department is housed on the second floor.



CONSERVATION and policy issue department of Great American Reserve Insurance Company also occupies second floor. Shown in background is cashier's office and PBX board.



GREAT American Reserve Insurance Company of Dallas, which started 15 years ago in rented quarters with only \$500 in actual cash and today has more than \$3,266,000 of assets, some 200,000 policyholders, and annual premium income exceeding \$4,000,000, this month is doing business in its handsome new home office building at Live Oak and Olive.

The four-story, \$750,000 structure of modern architecture has been designed to be expanded into 12 stories to take care of continuing growth of the company in the years ahead. It has a frame of reinforced concrete on a concrete pile foundation.

The main entrance side of the building on Live Oak has been faced with Texas granite along the ground floor, with Cordova shell stone the rest of the way up. Other walls are faced with brick. Aluminum has been used for exterior doors and the relatively few windows, which are only on one side except on the second floor.

The spacious entrance lobby of the building has walls of red levanto marble and glass and a floor of Virginia green stone. Opposite one wall of marble which sheaths stairways and elevator shafts is a 56-foot wall of glass. The building is presently being served by one elevator, but shafts have been provided for two more to be installed when additional floors are added.

To the rear of the lobby is the receiving and mailing room, which has an elec-



NEW, MODERN HOME of Great American Reserve Insurance Company has inviting entranceway, graced by plants. Openings at right at the floor levels are exits of built-in fire escape which is protected by a fire wall.

tric dumbwaiter serving all floors. Back of this is the mechanical equipment room, housing all electrical, heating, and air-conditioning equipment, there being no basement.

Great American Reserve's new executive offices are housed on the third floor along with the claims department and a recreation room. Flaxwood and burlap walls and carpeted floors add to the attractiveness of the executive offices.

Quarters for the group, accounting, renewal, and underwriting departments are on the second floor. Tabulating and addressing machine departments are separated from the remaining office area by soundproof partitions. Great American Reserve's Dallas and North Texas agencies are housed on the fourth floor, along with tenants including the Ford Motor

Company. Space on the ground floor will be occupied by shops.

The recreation room has been designed for a multiplicity of functions. Equipped with a stage at one end, a snack bar and kitchenette at the other, and accordion-type partitions to divide the area into two sections, the room may be used for meetings of employees, sales sessions, training schools, social gatherings in the evening, and for lunch and rest periods. The folding-door partitions permit one-half of the room to be used for a meeting place and the remainder as a coffee shop at the same time.

The building is air conditioned throughout and is illuminated by recessed fluorescent lights. All offices are equipped with Muzak speakers for the playing of music during work periods.

The structure now has a total of 41,600 square feet of floor space, which can be expanded to 124,000 square feet with the addition of eight more floors.

Design aims of George L. Dahl and Associates, architects and engineers, were maximum efficiency, minimum operating cost, and a cheerful and healthful place to work. The general contracting firm was J. E. Morgan & Sons.

From its beginning January 1, 1935, with \$500 in cash, plus other resources worth \$5,000, and writing health and accident insurance as a mutual assessment company, Great American Reserve has expanded into an old line, legal reserve company writing all forms of personal insurance—life, annuities, accident and health, hospitalization, surgery, and medical expenses.

ON THE INSIDE

THE SAN QUENTIN STORY

By Warden Clinton T. Duffy
\$2.75

The finest story about penitentiary life and reform since Warden Lawes' noted classic on Sing Sing. Will repay the reader many times over with its fine description of humor, pathos and reality behind prison walls.

ON THE OUTSIDE

MEN AT WORK

By Richard Thruelsen—\$2.75

The finest stories about men's jobs and occupations one will run across in a week's travels—in fact, the author traveled many weeks and looked at many jobs to secure this interesting information.

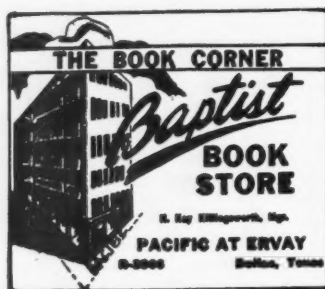
ON EVERY SIDE

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The San Quentin Story

By Warden Clinton T. Duffy. Published by Doubleday. 253 pages. \$2.75.

WARDEN DUFFY in his early years applied for a position with a prominent commercial firm in San Francisco and, when asked his birthplace, replied, "In prison." He feels sure to this day that the flippancy of this answer cost him that job although he hastily explained that his mother was not in a cell at the time but was the wife of one of the guards.

But this quality of flippancy and the ability of Warden Duffy to sense a humorous point are guarantees to the reader that here he has a real book. And he may well rest assured that his interest will not flag as Warden Duffy writes of his experiences and theories of operation of "Duffy's Tavern," the noted San Quentin prison.

Warden Duffy's first years under Warden Holohan were those of the exciting and dangerous days of Tom Mooney, Kid McCoy, Bluebeard Watson, and others of the "prima donna" circuit. As will be remembered, Mooney spent most of his prison time conducting a worldwide campaign for his release which set up its own series of problems. Kid McCoy, too, had his "innings" with his quips and epigrams, probably plagiarized from other inmates, with the visitors.

These two inmates, however, like a host of other "famous" inmates, lived to learn that there are compensations sometimes to inmates which are denied to them after they gain their freedom, for both died shortly after being released, sad, disillusioned, and disappointed by the world on the outside.

It is not the anecdotes of "prominent" inmates, however, that give to the warden's book its value. Rather it is the narration of the change, long overdue, which has come in the last decades in the operation of the "Big Houses." Warden Duffy has been in the forefront on prison reform and has always gone all out for better treatment for the inmates, nevermore called "cons," while at the same

time he has been implacable in seeing that they remain inmates for the time specified. His description of the methods of introducing these sweeping reforms is so interwoven with the text of the book that one is hardly aware that he is reading about momentous happenings.

How the warden feels in his inmost heart about his inmates is well shown by the following quotation of his comments in telling of the first night of the prison radio program: "I'm afraid I got a little sentimental that night. I felt that people with compassion would read between the lines of our script and the verses of our songs and would see prisoners as men who had gone wrong but who would not stay wrong. I felt that I could talk to those millions of homes and say with all my heart: Ninety-eight per cent of the men are eventually going out — many who will stay out and some day be your neighbors. If they are behaving themselves, accept them, and give them the chance they have earned."

Warden Duffy's book takes its place, rightfully, by Warden Lawes' other classic on penitentiary life, "20,000 Years in Sing Sing."

Men at Work

By Richard Thruelsen. Published by Harper. 231 pages. \$2.75.

TO those who enjoyed this series of stories as they appeared in the Saturday Evening Post now comes the opportunity of having them in permanent form. To those who have not read the series there comes the opportunity of enjoying the description of the other fellow's job.

This roving and writing editor of the "Saturday Evening Post" is unmarried and thus is somewhat untrammelled as he travels around the country in search of both subjects and materials for these "working biographies." The sixteen "subjects" range from department store buyer to chicken farmer; from state cop to tree man; from railroader to family at work, but all have a common familiarity — you know about them and their jobs. In explanation the author says: "In choosing occupations, I have concentrated on the jobs that most of us work-a-day citizens are liable to look to for our livelihoods; you will find the personal histories of a state cop, an engineer, a reporter, a ship's officer, and a radio entertainer among others in this book, but you will not find a line about one who paints biblical scenes on duck's

eggs or weaves luncheon baskets under water."

You may have often wondered about the little personal problems of the other fellow whose job seems to be cast in greener pastures, and here is your opportunity to find out about it. Maybe you will want to exchange jobs with him—and maybe you won't—but you will be well entertained and informed about him while reading this series of excellent work biographies.—H. Kay.

Uriah Lott

By J. L. Allhands. Published by Naylor. 187 pages. \$2.95.

J. L. ALLHANDS, a Dallasite, has written of Uriah Lott, an unsung hero of Texas, whom he describes as a "dauntless pioneer and man of vision." The author was prompted to write this book several years ago when he was driving through South Texas and saw an amazing change in Gulf Coast towns since the early nineteen hundreds. He realized that the vision of one man—Uriah Lott, who built the railways to the Valley—was actually responsible for that change.

This is the complete story of the railroad builder, well illustrated with old pictures and maps. It is the story of the development of Texas which had never been told previously, and certainly the state and the nation owe a debt of gratitude to the man who through his own personal perseverance and achievement built the railroads to the rich Texas valley.—Jerry Porter.



Assistant Manager. Robert G. Farmer has been appointed assistant manager of the Dallas agency of the Great National Life Insurance Company. Mr. Farmer, who has spent nine years in life insurance as an agent and manager, operated an agency at Austin before coming to Dallas.



Honored by Advertising Artists. A veteran commercial artist in Dallas, M. M. Suhler, right, is shown receiving from Gerald Bell a copper plaque presented by the recently formed Advertising Artists' Association of Dallas in recognition of Mr. Suhler's "41 years of faithful service to Dallas industry and commerce." The award included honorary membership in the association.

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IN DALLAS *Last Month*



Treasurer of Lone Star. Willard G. Wiegel is new treasurer of the Lone Star Gas Company, succeeding H. G. Cornatzar, who has retired. Mr. Wiegel, who joined Lone Star Gas in 1928 and later

became advertising manager, will continue to serve as director of personnel, a post he has held since 1942.

J. B. ALLINSON, who was formerly associated with Ford, Bacon & Davis and later was with J. J. Allinson & Sons, Houston, has become vice president in Dallas for the architectural and engineering firm of Wyatt C. Hedrick, Inc.

R. J. LINDLEY has become associated with the Underwood Corporation as a typewriter sales representative in the Dallas branch, 1807 Commerce.

In sales work for the last 15 years in the Southwest, H. H. KINZY has joined the Dallas sales department of the White Motor Company.



New Manager of Whitmore. H. N. Nantz, who has most recently been assistant manager of the Edson Hotel in Beaumont, has become manager of the Whitmore Hotel in Dallas. Mr. Nantz also formerly held the post of assistant manager with both the Hotel Adolphus and the White-Plaza Hotel in Dallas.

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OFFICES OF DALLAS FEDERAL SAVINGS AND LOAN ASSOCIATION

Beauty and Utility

The offices of the Dallas Federal Savings and Loan Association feature Standard Furniture Company desks in genuine walnut, matched in the walnut paneling of the wall partitions. The overstuffed chair in fine leather is by Neiman, Inc.—office chairs by Gunlock. Matching furniture throughout lends an effect of functional beauty to the entire office. Let Stewart's Survey Service solve your office problems — recommending space and money-saving arrangements.



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Westinghouse Electric

Middleton, Inc.

Trinity Universal Ins.

Frank Rimmer & Co.

Oil Well Supply

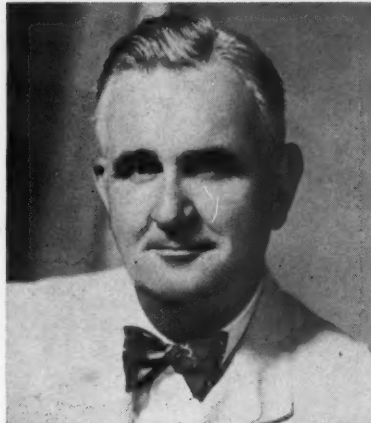
Dallas Federal Savings & Loan

Lone Star Gas Co.



Mercantile Vice President. Ray L. Miller, who, since 1946, has been regional director at Dallas of the Bureau of Foreign and Domestic Commerce, United States Department of Commerce, has assumed new duties as vice president of the Mercantile National Bank. Before becoming regional chief for the Bureau of Foreign and Domestic Commerce, Mr. Miller was deputy regional director at Dallas for the Smaller War Plants Corporation, and also served as regional manager of facilities and redistribution for the War Production Board. He is a former chairman of the Foreign Trade Committee of the Dallas Chamber of Commerce.

JACK L. BLANCHARD has been named a special representative in Dallas for the O. Sam Cummings agency of the Kansas City Life Insurance Company.



Red Cross President. W. W. Overton, Jr., chairman of the board of Texas Bank & Trust Company, is the new president of the Dallas County Chapter of the American Red Cross, succeeding Henry S. Miller, Dallas realtor. Other officers are James Ralph Wood, vice president; Leonard Green, secretary, and DeWitt Ray, treasurer.

W. H. ANDERSON, formerly owner of the Floorcovering Store, has become merchandising director for Trice Floorcoverings, Inc.



Named by Credit Managers. Frank C. Ryburn has been appointed manager and secretary of the Dallas Wholesale Credit Managers' Association. Mr. Ryburn formerly served as principal of the Welford Junior High School, Eudora, Ark., and for two years as general manager of Lindsley Furniture Company, Dallas.

New used car manager for the Hudson Motor Car Company of Dallas is **HERBERT C. LEVIS**, who has been in the automobile business for 18 years.

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Among the manifold Texas enterprises contributing to the well-being of this great nation, Barrett Distributors and associated companies, with offices in Dallas since 1945, is recognized by the Dallas Chamber of Commerce as a leader in the spiritual progress of our community through distribution of the World's Finest Bibles."

One of the three largest organizations of its kind in the country, Barrett Distributors, authorized members of the National Association of Bible Distributors, serve the entire United States from their local offices at 1717 Main Street. Here, under the personal supervision of F. S. Barrett, are prepared the exacting specifications to which the nation's largest Bible publishers conform. Featured by Barrett Distributors; these specifications cover extra large maps, glossaries, and many other exclusive features which result in the volumes known as "The World's Finest Bibles."

Beginning in Dallas with a staff of only three office employees in 1945, Barrett Distributors and associated companies now have a staff of 100 men, personnel and three hundred sales representatives operating in forty states.

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View of the Sales Office, Dallas



View of General Office, Dallas



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EUGENE H. SPRAGUE



JACK B. CRAIG



ERNEST O'HEARN, JR.

Elected by First National Bank. Four new vice presidents of the First National Bank in Dallas are Jack B. Craig, L. B. Jennings, Ernest O'Hearn, Jr., and Eugene H. Sprague. Formerly in charge of the Bankcredit division of the consumer loan department in the head office of the Bank of America, San Francisco, Mr. Craig is head of First National's new installment finance department which has absorbed the former personal loan department. He has relieved H. Y. Scurlock, vice president and former head of the personal loan department, who has assumed new duties as a general loan officer.

Mr. Jennings, who will also be a general loan officer, was for 10 years vice president of the First National Bank of Shreveport. Mr. O'Hearn resigned the presidency of the First State Bank in Gladewater, Texas, to join First National. He will serve in the correspondent bank division. With the First National Bank since 1929, Mr. Sprague became assistant cashier in 1948. He will continue in charge of the account analysis department and also has assumed new duties in the correspondent bank division.

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Chief Engineer. Elliott R. Hallowell has joined Snell Refrigeration Supply of Dallas as chief engineer. Mr. Hallowell has been vice president in charge of engineering for Alford Refrigerated Warehouses. Before that he served the Frick Company of Waynesboro, Pa., and also Central Engineering and Supply Company of Dallas.

W. P. HEMENWAY, who has been in the investment field for more than 25 years, has become sales manager of the retail department of the investment banking firm of Dallas Rupe & Son.



Advertising Director. Stanley W. Foran has joined the Dick Price Motor Company as director of public relations and advertising. Long active in advertising, sales promotion, and public relations work in Dallas, Mr. Foran formerly operated his own advertising agency and later served Dr. Pepper Company and Tracy-Locke Company.

Previously with Mobilift Corporation, ERNEST TAYLOR, JR., has been named a representative of Gallrein & Towne, Inc., to handle Yale and Nutting products in the Dallas-Fort Worth territory.

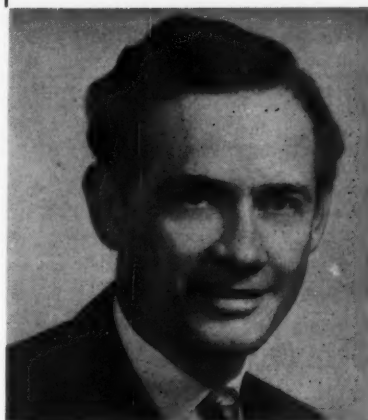


Actuary of Southland. George R. Jordan, Jr., has returned to the Southland Life Insurance Company as actuary. Mr. Jordan formerly served in the actuarial department of the Southland Life and the Texas insurance department and since 1948 has been in the life actuarial department of the Travelers Insurance Company, Hartford, Conn.

W. F. WISE, president of Southwest Stone Company of Dallas, has been named to the conservation committee of the National Association of Manufacturers.

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W. G. VOLLMER, president of Texas & Pacific Railway and a new director of Community Chests and Councils of America, has been named to CCCA's national corporations committee.

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SOUTHERN TRUST & MORTGAGE CO.

"Established 1924"

Approved FHA Mortgages

F. M. LOVE AUBREY M. COSTA
Chairman of the Board President

1302 Main Street Phone R-5551

INSPECTIONS, COMMITMENTS on
CONVENTIONAL LOANS IN 24 HOURS



Officers of New Financing Firm. Top executives of a new Dallas financial institution—the American Savings and Loan Association—are, left to right, John M. Cherry, executive vice president; Gordon Z. Stone, secretary-treasurer; and Blagden Manning, president. The new firm has opened offices on the ground floor of the Mercantile Securities Building to engage in the savings and home financing business. It is operating as a reserve fund company with \$100,000 capital and \$10,000 paid-in surplus.

Harold L. Hitchins, Jr., is attorney for American Savings and Loan. Directors besides Mr. Manning and Mr. Cherry are John Genaro, S. J. Hay, Louie Kimple, Roger L. Tennant, and F. E. Tucker. Mr. Cherry was formerly vice president of the Guardian Savings & Loan Association, and Mr. Stone was formerly secretary of Guardian.

E. R. Henderson Advertising
AND ASSOCIATES
• ART
• COPY
• MEDIA

1111 RESERVE LOAN LIFE BUILDING • DALLAS 1, TEXAS • PHONE R-2593

ADVERTISING IDEAS CREATED, ILLUSTRATED AND PRODUCED FOR MAGAZINE,
NEWSPAPER, DIRECT MAIL AND POINT OF PURCHASE ADVERTISING

A NEW SOUTHWEST SERVICE

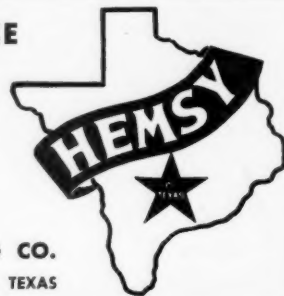
A complete line of springs and accessories for the upholstering manufacturer. Platform rocker springs, spring clips, coil springs, springs on bars, etc. All wire of high carbon, premier grade. SAVE freight charges. A call, card or wire will bring a Hemsy representative with full information.

Metal Stampings Up to 200-Ton Capacity
Tool and Die Designing and Manufacturing

HEMSY STAMPING AND MANUFACTURING CO.

7126 S. LAMAR ST.

DALLAS, TEXAS





Republic Vice President. Darrell H. Hamric has returned to the Republic National Bank of Dallas as vice president. Mr. Hamric, who will be associated with the bank's petroleum department, joined the Bank of Manhattan in New York in 1931, transferred to the Bankers Trust in 1945, and a year later came to Dallas with the Republic National.



C.L.U. President. Charles E. Seay is the new president of the Dallas Chapter of the American Society of Chartered Life Underwriters, succeeding Kenneth Skinner. Other officers are Hendrix Davis, vice president; and Richard Brown, secretary-treasurer.

The Greatest Values in

**DIAMONDS
and
WATCHES
SCIENTIFIC
WATCH
REPAIRING**

PHONE C-2748



CLAUDE ZIMMERLY
Now Located
211-12 Praetorian Building

TOM GRIMES, who has been business manager of the Dallas Museum of Fine Arts, has opened the Tom Grimes Advertising Art Studios at 2018½ Main.

"Serving the Southwest over Forty Years"

HUNTER-HAYES CO.

ELEVATORS — PELLE MOTORSTAIRS

Commercial and Residence

Installation - Service - Repairs

DALLAS

HOUSTON

SAN ANTONIO

THE WISE OLD OWL SAYS:
"No matter how hot the weather may be, winter always comes — the wise man prepares for it."

Knowing that your future is secure makes life today happier. You can assure financial security through a Planned Program of Life Insurance NOW. Your Southland Life Representative is competent and ready to help you with his experienced counsel — why not call him today?

SOUTHLAND LIFE'S constantly expanding scope of operations is giving GREATER protection to MORE people daily.

Southland Life
INSURANCE COMPANY
W. C. McCORD, President Home Office, DALLAS
"Serving Since 1908"

LIFE • ACCIDENT • HEALTH • GROUP

PAUL G. RAFFERTY has been named an assistant account executive with the Dallas advertising agency of Tracy-Locke Company.

PROSPECT
7-0694



Need Help?

CALL SACKS

OFFICE — SALES — TECHNICAL
NO CHARGE TO EMPLOYER

SACKS
EMPLOYERS SERVICE

31 Years in Dallas
1517 Commerce Street P7-0694



New Bankers Discount Officials. Two new members of the executive staff of the Bankers Discount Corporation of Dallas are Farris Campbell, Jr., right, vice president, and Donald B. Rowe, left, supervision director. Mr. Campbell, who began his banking career in the credit department of the Dallas National Bank, had been assistant vice president of the First National Bank in Dallas since 1948. Mr. Rowe, who before coming to Dallas several years ago was associated with an affiliate of Family Finance Corporation, Wilmington, Del., has charge of operations of Bankers Discount and subsidiary mortgage investment firms.

GLENN H. LANE is new president of the Dallas Charter, Hotel Greeters of America. Other officers are WILLIAM G. MARLIN, E. N. DRAKE, and LOWRIE

B. BOX, vice presidents; T. J. BOURLAND, reelection secretary-treasurer; and B. F. BRANDENBURG, sergeant-at-arms.

"Customers from all over the world patronize aviation facilities offered at Southwest Airmotive Co."
DALLAS TIMES HERALD

"Southwest Airmotive, Dallas, will modify... the DC-3 airplanes operated by Pioneer Air Lines."
AVIATION WEEK MAGAZINE

"More than 100 Pratt & Whitney engines are being overhauled by Southwest Airmotive, Love Field, under contract with the U. S. Air Force."
DALLAS MORNING NEWS

"THE FLAT RATE
COMPANY"



Southwest Airmotive Co.

CAA Approved Repair Station No. 195 | LOVE FIELD,
DALLAS

Headlining Dallas

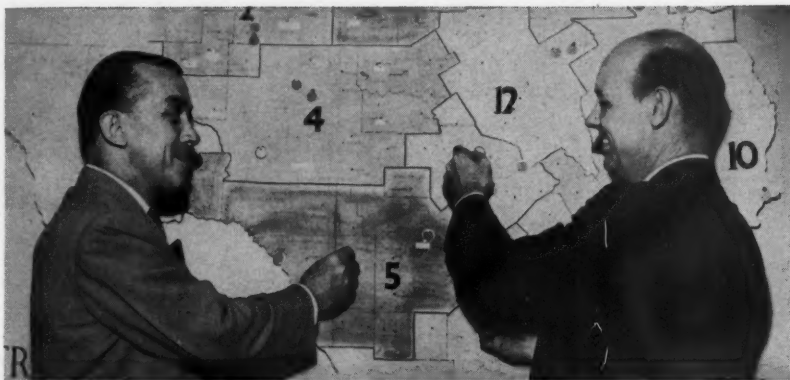
"Southwest Airmotive Company at Dallas is unabashedly advertising an airplane it recently modified as being 'Queen of the Lodestars'."
AVIATION OPERATIONS MAGAZINE

"Down in the heart of Texas, where it's traditional to do things in a big way, Southwest Airmotive Company is doing executive aircraft maintenance and selling parts in what's probably the 'biggest way' in the industry."
AERO DIGEST MAGAZINE

Southwest Airmotive has been making the headlines since 1932 with its world-renowned service facilities, bringing fame not only to itself but to Dallas and to Love Field.

As indicated by these excerpts, the picture at SAC today is a busy and varied one: Overhauls and conversions of big, executive aircraft operated by American industry... Distributing of parts and supplies from the southwest's largest aeronautical "department store"... Performing specialized assignments for commercial airlines... And, once again, giving its best effort in behalf of the U. S. Air Force. Indicating the popularity of SAC's 25-acre ramp is the fact that last year we sold more than 2,100,000 gallons of aviation gasoline!

The nation's leading (air)Port of Entry for 8,000 corporation-owned aircraft, Southwest Airmotive is on the job day-and-night, 365 days in the year, to play a front-line role in the ever-broadening drama of Industrial Dallas.



New Health Council Officials. Dwight H. Plackard, left, has assumed his new duties as executive secretary of the Texas Health Council, Baptist Building, and L. W. Wilson, right, has joined the organization as director of public relations. Mr. Plackard formerly served the State Medical Association of Texas as executive assistant at Austin, and Mr. Wilson was vice president of the R. W. McAlister Company for four years.

CECIL FOUTS, who has been a Dallas postal employee for 36 years and has most recently been assistant superintendent of Station A, has become superintendent of the newly opened Oak Cliff station.

HERMAN BLUM CONSULTING ENGINEER

4930 MAPLE AVENUE, DALLAS 9

LAKESIDE 3131

ERNEST L. KURTH, president of the Southland Paper Mills, Lufkin, has been named an advisory director of the First National Bank in Dallas.

SAN ANTONIO

(via Waco and Austin)

DAILY ON THE TEXAS SPECIAL

Lv. Dallas 7:45 am
Ar. San Antonio 1:55 pm

DAILY ON THE BLUEBONNET

Lv. Dallas 9:00 am
Ar. San Antonio 5:45 pm

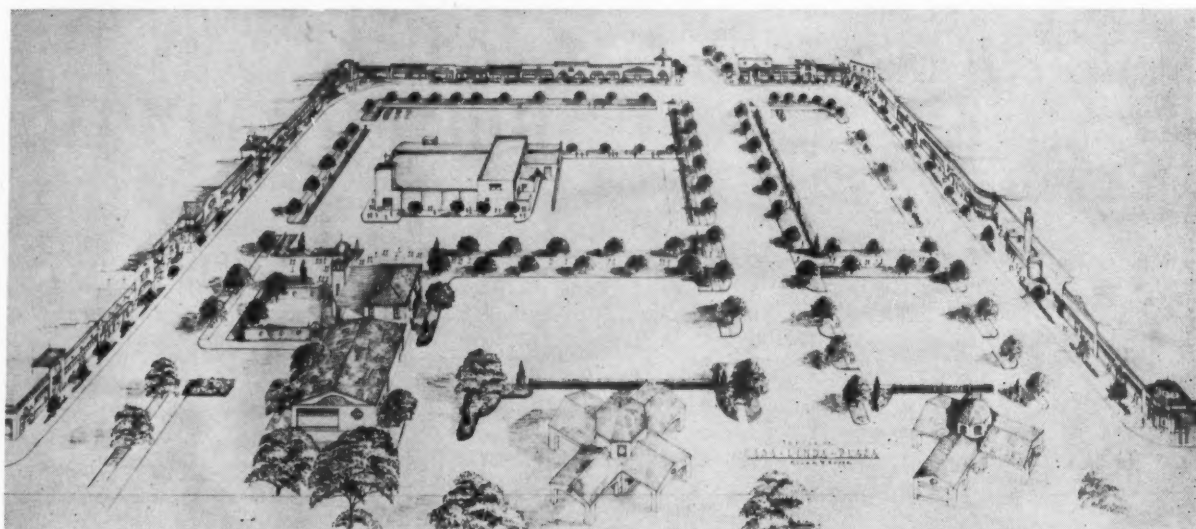
DAILY ON THE KATY FLYER

Lv. Dallas 11:30 pm
Ar. San Antonio 7:50 am

PHONE PRespect 7-0311



29189



CASA LINDA PLAZA SHOPPING VILLAGE

"A CITY WITHIN A CITY"

*The most complete and modern shopping village in the Southwest.
Some of the largest food markets, drug stores, and other stores in the city opening, beginning August 15th.*

Between 35 and 40 stores will be ready for the grand opening approximately October 1st.

CARL M. BROWN

1350 NO. BUCKNER BLVD.

Parking for 1450 Automobiles

PHONE FAIRDALE 2-2611



Typewriters
Adding Machines
Repairs and
Supplies
S. L. EWING CO.
INC.
1919 Main Street C-5401 Dallas

Salter
Employment
Service
PHONE
P7-3551

We specialize in office, sales and technical positions—
No Cost to Employer!
Mrs. Juanita Salter
Owner and Manager
Suite 903-07, Irwin-Keasler Bldg.
Dallas, Texas



On Public Relations Staff. Paul Franke, left, and Vincent A. Carrozza, right, have been added to the public relations staff of the Republic National Bank. Mr. Franke, who will be in charge of the advertising section, headed the Houston advertising agency of Franke-Wilkinson-Schwietz for 20 years and came to Dallas from El Paso where he had spent a year in the advertising field. Mr. Carrozza, who is in charge of publicity for Republic National, formerly served in the editorial department of the "Dallas Times Herald" and was assistant business news editor of the "Atlanta Journal" before joining the bank.



1408 South Akard

CARVER SOUND EQUIPMENT CO.
BLAIR G. MERCER, Manager
RCA SOUND DISTRIBUTOR
INTERCOMMUNICATION EQUIPMENT
PAGING AND PUBLIC ADDRESS

- SERVICE
- RENTALS
- SALES

Phone R-3464

Distinctive Designs by **MILAM & ROPER**



Whether you like Modern, Contemporary, or Ranch Style houses, let us design your *home of distinction*. We feature beauty and utility under the same roof.

Call us or drop us a line for our Free 1950 Plan Book Edition

MILAM & ROPER, *Designers*

DALLAS 18, TEXAS

No. 5 Lake Highlands Village
700 Block North Buckner Boulevard

F2-2686



Cotton Bowl Chief. Joe C. Thompson, president of Southland Corporation of Dallas, is new president of the Cotton Bowl Athletic Association, succeeding Tyree L. Bell. Other officers are Leonard J. Green, first vice president; Otto Eisenlohr, second vice president; Howard Grubbs, secretary-treasurer; and Dan D. Rogers, chairman of the board.



District Agency Head. H. D. Nielsen has been appointed manager of the Dallas district agency of the Prudential Insurance Company. Mr. Nielsen joined the Prudential in 1933 as an agent in Salt Lake City, was made staff manager in 1939, and has served as manager of the San Antonio district agency since 1947.

"60 Years in Dallas"

J. W. LINDSLEY & CO.
Realtors

Our 60 years' experience in handling Real Estate in Dallas enables us to give quick and efficient service in filling your needs.

We Specialize in Industrial Property
1209 Main St. • Phone C-4366

SINCE 1885 ...



A symbol of excellence and a standard of quality in Dallas and throughout the Southwest ... a modern advertising and newspaper typographic service plus STADEEP Direct Pressure mats and stereotypes. Call Central 4535 for fast, quality service. We will meet your deadline!

WESTERN NEWSPAPER UNION in Dallas
CENTRAL 4535 406 SOUTH AKARD STREET

How \$10,000 Grows to \$20,000 to \$30,000

In a Funded Insurance Trust

If you place \$10,000 in securities yielding an income of \$300 a year in a Funded Insurance Trust ... take out insurance on your life ... direct the Dallas National Bank as trustee to apply that income to the payment of premiums upon the insurance ... your estate will have an asset of \$20,000 to \$30,000 or more, upon maturity of the policies.

Life insurance has a definite and important place in your estate planning.

Ask us to tell you in more detail how life insurance helps to set the seal of success on your estate plan.

Part of this Bank's service is to furnish information on estate planning. This helpful and often exceedingly valuable information involves no cost or obligation.

TRUST DEPARTMENT

**Dallas
National**

Bank

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

"Oldest Trust Department in Dallas"



In New Studio. Bill Langley, whose pictures in magazines and newspapers have helped to attract national attention to Dallas, has opened his new photographic studio at 4206 Oak Lawn. Discoverer and original photographer of such Dallas beauties as Linda Darnell and Georgia Carroll, Mr. Langley entered photography in Dallas in 1925.



With Henry Miller Company. R. L. (Pete) Hawk has become associated with Henry S. Miller Company as head of a department for the sale and leasing of sub-center business property and the sale of apartment properties. Mr. Hawk was formerly an engineer with the Geotechnical Corporation and the Keystone Exploration Company.



Joins Watts, Payne. John F. Wallace has become an account executive in charge of the industrial advertising division of the Dallas office of Watts, Payne-Advertising. He has served as advertising representative at Houston for "Drilling" magazine and later was vice president and account executive of the Brennen Advertising Agency, Houston.



**SHOW CASE AND FIXTURE
MANUFACTURING CO.**

1914 CEDAR SPRINGS • DALLAS

DESIGNERS & MANUFACTURERS
OF STORE AND BANK INTERIORS

FLOWERS...

Raised and Cut,
Packed and Shipped
Direct to
Dallas

By the

Wm Zappettini co. of
Los Angeles
and
San Francisco

**WHOLESALE DISTRIBUTORS
AND SHIPPERS**

ATTENTION, FLORISTS...

*Scientific growing, cutting, and
packaging enables us to bring you flowers
of unparalleled freshness and beauty. Visit
our receiving and shipping headquarters at
1022 N. Industrial Blvd., or Phone R-9386.*



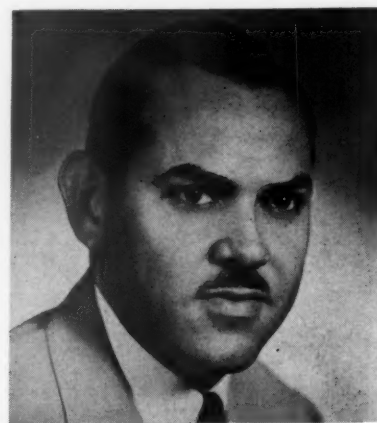
Real Estate

INVESTMENTS

OFFICE BUILDINGS
HOTELS — RANCHES
COMMERCIAL PROPERTIES

J. N. FISHER

Mercantile Bank Building — DALLAS — R-4675



Heads Contracting Firm. George A. Linskie, formerly chief engineer and secretary of Farwell Company, has established his own firm, George Linskie Company, 2608-A Inwood Road, to engage in mechanical contracting work, principally plumbing, heating, and air conditioning. Mr. Linskie has been active in the heating and air conditioning industry since he joined General Motors Corporation in Detroit in 1938. During the last war he served as head of the mechanical engineering section of the Corps of Engineers at Denison.

Printing Plates Ad Plates Wax Ruled Plates

Electrotyping

SAM ROSS McELREATH CO.

FT. WORTH
DALLAS
HOUSTON



Advertising Executives. John L. Franconi, left, who has established Western offices at Dallas for the Goodwill Advertising Company, is shown with Roy E. Heffner, president of the firm, who is in charge of Eastern offices at Boston. Mr. Franconi, who is vice president of Goodwill Advertising, has headquarters at 4577 Belfort.

ELECTROTYPE

SERVICE CORPORATION
1306 MARILLA STREET

• DALLAS 1, TEXAS •

Electrotypes • Nickeltypes • Patterns Telephone Central 7362

standard fixture co. inc.

ESTAB. 1922

manufacturers and designers

MANNEQUINS
CHINA FURNITURE
DISPLAY FIXTURES
MADEIRA

RA-8238

Showroom 1006 Commerce - Factory 913-18 - Houston

R-6716

We answer your problems with service!

BE ON TOP

Skiles
Employment

A SUPERIOR SERVICE
★ FAST ★ EFFICIENT
509-10 SOUTHWESTERN LIFE BLDG.
- SUSIE L. SKILES -
No Cost to Employer

AMERICAN GENERAL

INVESTMENT CORPORATION

MORTGAGE BANKERS

1510 M & W TOWER BUILDING

DALLAS

P7-6361

LONG-TERM MORTGAGE LOANS

RESIDENTIAL-COMMERCIAL

- FHA
- STRAIGHT GI
- CONVENTIONAL

T. E. SARGEANT, Southwestern Life Insurance Company, is new president of the Dallas Mortgage Bankers Association. Other officers are DUVAL WEST, Jones - West Mortgage Company, vice president; and J. HERMAN LITTLE, J. Herman Little Company, secretary and treasurer.

Simpson & Cathey
INSURANCE
SURETY BONDS

S. W. Life Bldg. Telephone C-3020

Growing
with TEXAS
FOR 22 YEARS

Great National

LIFE INSURANCE COMPANY

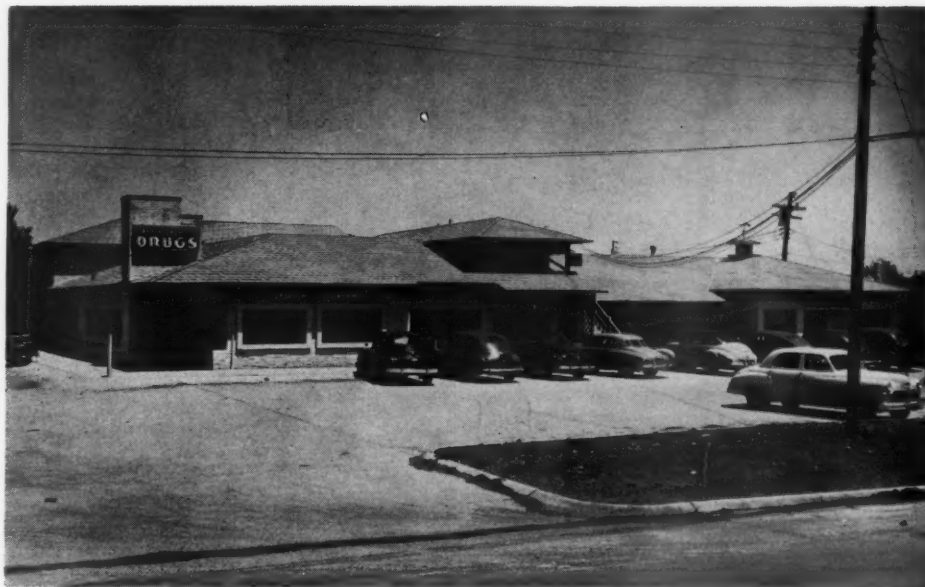
DALLAS

S. J. Hay, President



Named by Lone Star Steel. Lone Star Steel Company has expanded its sales organization by the appointment of, left to right, John M. Morris as sales engineer, J. M. Hollingsworth as assistant sales manager, and Walter T. Moreland as general sales manager. Mr. Moreland formerly did sales promotion work for the Radio Corporation of America in the Southwestern states, was later regional manager for L. E. Waterman Company, and most recently has been Southwestern district manager for Noblitt-Sparks Industries. Previous to joining Lone Star Steel in 1946, Mr. Hollingsworth was sales distributor for Oliver Farm Equipment Sales Company and later was assistant secretary and treasurer for L. H. Lacy Construction Company. Mr. Morris went with Lone Star Steel upon graduation from the University of Texas in 1949.

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LAKE HIGHLANDS VILLAGE

Distinctively individual design plus surrounding natural beauty makes the Lake Highlands Estates an ideal homesite for the discriminating home-owner.

And you will like the convenience of your own shopping center in the Lake Highlands Village, just minutes from downtown Dallas and seconds from cool White Rock Lake.

6 Lake Highlands Village

Phone F2-2657



Transferred by Burlington. Two new city freight and passenger agents at Dallas for the Burlington Lines are George M. Logan, left, transferred from Fort Worth, and William L. Malone, right, moved from Detroit. Mr. Logan has served the Burlington for the last six years, and Mr. Malone, who joined the company in 1941, has been chief clerk to the general agent at Detroit.



Executive Secretary. Howard Grubbs has assumed his new duties as executive secretary of the Southwest Conference, with offices in the National City Building. Formerly athletic director for Texas Christian University, Mr. Grubbs has also become secretary-treasurer of the Cotton Bowl Athletic Association.

WILLIAM V. COUNTS is the new president of the Dallas Junior Bar Association, succeeding T. LAWRENCE JONES. Other officers are EDWARD WINN, first vice president; LEE SMITH, second vice president; and WILLIAM NOLEN, secretary-treasurer.

UNEXCELLED RAIL FREIGHT SERVICE FROM
BALTIMORE • BOSTON • CHICAGO
NEW YORK • PHILADELPHIA • ST. LOUIS

TEXAS FREIGHT CO., Inc.
R-3472 R-3472

"The Blue Bonnet Route"

For Economy Use Texas Freight Water Service

CHARLES F. WOODS has been moved up from industrial manager in the Dallas branch to Southwest regional sales manager at Dallas for the valve division of Minneapolis-Honeywell Regulator Company, and EDWARD J. BYRNE has been transferred from Houston to succeed Mr. Woods.

FRED HELD, JR., is the new president of the Inwood Lions Club, succeeding CLYDE E. PONDER. Other officers are SPENCER CARVER, C. B. ANDERSON, and BOB LANDON, vice presidents; HENRY AMBLIN, secretary-treasurer; JOHN COBB, tail twister; and D. A. FRANK, lion tamer. New directors are TRUMAN FRY, CARL HUDGINS, TOMMY ADAMS, and WELDON MASON.

FORREST CANNON

"Moving Engineer"

CENTRAL TRANSFER & STORAGE CO.

2639-41 Elm St. Dallas R-1384

Title Insurance Service

Southern Title

AND ABSTRACT
COMPANY

802 Main Street

Telephone R-6436

S. J. NADEL, CLU.
AND ASSOCIATES

Life Insurance Counselors

2006 Tower Petroleum Building
Telephone R-3083

SELECTIVITY



Briggs-Weaver has invested more than 50 years of experience in maintaining rigid standards of quality in order to better serve the Southwest. Whatever your tool or machinery need may be—ask your Briggs-Weaver man *first!*



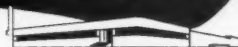
HOUSTON - 300 S. Wayside Drive - Yukon 5486

Since 1896

BRIGGS-WEAVER
MACHINERY COMPANY

Distributors of Industrial Machinery • Machine Tools • Pumps and Motors

DALLAS - 5000 Harry Hines - Justin 8-0311



JAMES P. STOTTS, high-ranking skeet shooter, has joined the North Texas field staff at Dallas of Western Cartridge Company and Winchester Repeating Arms Company.

With American Airlines since 1934, CALLAN B. McNEELY has been appointed sales representative in American's Dallas district.

NAME PLATES

Designers and creators of permanent Name Plates for motors, pumps, fans, stoves, machinery and equipment, large or small. All Metals. Direct Factory Service eliminates delays and gives you exactly what you want when you want it. Call or Write.

TEXAS NAMEPLATE CO.

3010 Main DALLAS Phone P7-3913



New Republic National Officers. James D. Berry, left, has been elected an assistant vice president of the Republic National Bank of Dallas and Gene Bridges, right, has been advanced to assistant cashier. Mr. Berry was formerly assistant vice president of the American National Bank of Sapulpa, Okla. Mr. Bridges began his banking career with Highland Park State Bank and joined Republic National in 1947 after serving as assistant examiner with the Federal Reserve Bank of Dallas.

HEALTH AND VISUAL ABILITY

A child's eyes—or an adult's—may be normal, as far as eye health is concerned, but he may not SEE properly. Hence, the need for both a *visual* analysis and *eye health* examination, by a medical Eye Physician. If glasses are prescribed, remember **FIRST QUALITY** are the only kind we make.

Bring Your Eye Physician's Prescription to us for A-1 Quality Lenses



D. MARTIN THOMAS

THOMAS OPTICAL COMPANY

GROUND FLOOR MEDICAL ARTS • DALLAS



Heads Radio Parts Men. J. Y. Schoonmaker, head of J. Y. Schoonmaker Company of Dallas, manufacturers' representative of electronic and electrical equipment, is the new national president of the Representatives of Radio Parts Manufacturers.

FREEMAN L. MITTENTHAL has moved his law office into new quarters in the Reserve Loan Life Building.

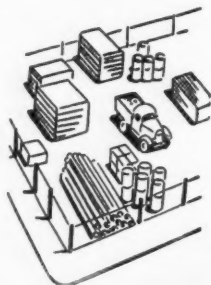
With General Electric Company since 1938, C. L. SCHMIDT has been appointed Dallas district manager for the company's radio and television receiver division.

PAVING

Increases Efficiency



Industrial Flooring
and Parking Lots



A smooth, dirt-free surface speeds up the flow of materials and saves wear and tear on equipment. Don't put up with those muddy parking lots and industrial yards. Contact us for a free estimate without obligation.

Paving Continuously Since 1906



111 Commerce Street

C-7791

Dallas, Texas

Be Sure—Insure with Sherman
All Lines of Insurance
F. H. SHERMAN

508 S. W. Life Bldg.

P7-0488

Member Dallas Insurance Agents Assn.



Commanding Officer. Lt. Colonel Broadus B. Taylor has assumed command of the 2596th Air Force Reserve Training Center at Hensley Field, succeeding Lt. Colonel Sam G. Gribi. An Air Force senior pilot with more than 13 years of service, Colonel Taylor served with the 12th Air Force and the 47th Bomb Group during the last war and was transferred to Dallas from San Antonio, where he was assistant deputy for operations at the 12th Air Force headquarters.



Union Terminal Manager. James W. Aydelott, who began his railroad career 27 years ago as a timekeeper for the Chicago, Burlington & Quincy Railroad, has become vice president and general manager of the Union Terminal Company. Mr. Aydelott, who has served as roadmaster in Stamford and Childress for the Fort Worth & Denver City Railroad and as trainmaster in Fort Worth and Wichita Falls, has since 1948 been division superintendent at Amarillo for the Fort Worth & Denver.



New Auto-Vend President. Roy F. Cresswell, who has been vice president and general manager of Auto-Vend, Inc., of Dallas since 1948, has been elevated to the presidency of the firm which distributes automatic popcorn venders and related products on a national basis. Mr. Cresswell is also president of the Auto-Vend subsidiaries, Multiple Products Corporation of Dallas, Sun Puff Popcorn Company of Florida, and Pop Corn Sez of Pennsylvania.



Round Table Chairman. Harry M. Roberts, representative in the Dallas agency of the Southwestern Life Insurance Company, is the new chairman of the Leaders' Round Table of Texas, honor group of the Texas Association of Life Underwriters.

ED GILBERT is manager of a second suburban office opened by the Farmers Insurance Group at 5017 Lovers Lane.

PHOTOSTAT PRINTS

Southwestern Blue Print Co.
1801 Commerce Street Phone C-8084

DISTRICT JUDGE SARAH T. HUGHES of Dallas is the new president

of the National Federation of Business and Professional Women's Clubs.

MEERS CONSTRUCTION COMPANY

If your plans call for new construction, conversion or modernization we can give valuable assistance—to YOU and YOUR architect—and construct your project with efficiency and economy.

Great National Life Building

DALLAS

Phone Central-2391

Announcing
A Freight Traffic Management and Consulting Service

FREIGHT TRAFFIC CONSULTANTS
TRAFFIC MANAGEMENT SERVICE

RATE ADJUSTMENTS
RATE ANALYSES
RATE QUOTATIONS
RATE STATEMENTS
RATE SURVEYS

OVERCHARGE CLAIMS
LOSS AND DAMAGE CLAIMS
SHIPPER REPRESENTATION
ON FREIGHT RATE
MATTERS BEFORE THE
SEVERAL FREIGHT
BUREAUS.

North Texas Traffic Bureau

Ed. H. Pierson, Manager

1517 Praetorian Building - Dallas, Texas - Tel. Sterling 8-4385

Membership American Fashion Association

This roster of the American Fashion Association, the Market Division of the Dallas Chamber of Commerce, is published as a supplement to the 1950 membership directory of the Dallas Chamber, which appeared in the July issue of DALLAS. It is an alphabetical listing of AFA members as of August 1, 1950. All addresses given are in Dallas, unless otherwise indicated.

A

Truman Abbott
1135 Walter

Al Adler
6139 Stafani

Julian Alexander
Lord's Sportswear
498 Seventh
New York 18, N. Y.

Saul Alexander
243 West End
New York, N. Y.

Ed R. Allen
Blue Bonnet Hotel

H. L. Ardis
2015 Summitt

S. T. Armstrong
Roosevelt Hotel
Waco, Texas

Mrs. S. T. Armstrong
Roosevelt Hotel
Waco, Texas

H. B. Austin
502 Southland Life Bldg.

Jack Avnet
821 Second

B

John Bales
5118 Hall

P. B. Baldridge
Big Spring, Texas

R. J. Barleben
3901 Greenbrier

Marc Baumoel
Hotel Adolphus

Marlin F. Bawcom
Green Millinery & Handbag Co.
Oklahoma City, Okla.

C. O. Beard
605 Wholesale Merchants Bldg.

C. E. Bell
345 South Church
Paris, Texas

Jerry K. Bellet
1826 South Broadway
Los Angeles 15, Calif.

Harry A. Bellows
1206 Pine
Grand Prairie, Texas

John Beltran
3632 East Sixth
Los Angeles 23, Calif.

George Bennett
502 Southland Life Bldg.

Otto Berlin
6522 Lakehurst

Sherman Bernon
8519 Beauregard

Clarence Bernstein
Lowenbaum Mfg. Co.
Twenty-third and Locust
St. Louis, Mo.

Walter Bernstein
1010 Commerce

Bob Berson
Joe & Ted Funk, Inc.
590 Seventh
New York, N. Y.

F. A. Bierman
P. O. Box 831
New Braunfels, Texas

Jim Binford
4349 West Potomac

Stanley Bliker
P. O. Box 831
Minneapolis, Minn.

Leo Bloch
763 Rio Grande National Life Bldg.

Mrs. Helen Blount
3817 Mockingbird Lane

Isaac Bock
5100 Hall

George J. Boden
5033 Birchman
Fort Worth 7, Texas

L. F. Bodenheimer
110 Brittany
San Antonio, Texas

Mrs. A. L. Bond
829 South Tyler

A. L. Bond
829 South Tyler

Charles G. Bonnett
6331 Waggoner

Carl Borresen
Ann Foster
1520 Washington
St. Louis, Mo.

Robert J. Boyd, Jr.
Glensder Textile Corp.
417 Fifth
New York, N. Y.

C. W. Bradley
1082 Mosby Road
Whitehaven, Tenn.

Ray E. Brashear
2915 Venice
Oklahoma City, Okla.

Max Brestoff
2636 Westminster

Miss Frances Bretherton
5923 Penrose

Bert N. Brown
2214 Octavia
New Orleans 15, La.

Gus Brown
715 Texas Bank Bldg.

Philip Brown
Town & Country Club Dresses
1400 Broadway
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Business Opportunities

EDITOR'S NOTE: The Dallas Chamber of Commerce cannot guarantee any firm or individual mentioned in this column. All statements are those of the firms or individuals, and it is suggested the usual investigation be made in each instance.

The following firm and individual are interested in representing Dallas manufacturers in their territories:

Penn Chemical Company, 4501 Northeast Eighth, Amarillo, Texas, seeks

to obtain a distributorship for laundry and dry cleaning chemicals.

William Erwin Jones, 514 Law Building, Charlotte, N. C., specialty building materials manufacturer's agent, is seeking additional lines.

The following individuals and firms are seeking representation in Dallas and vicinity:

Kenco Manufacturing Company, 5211 Telegraph Road, Los Angeles 22, Calif., precision machinery and accessories manufacturer, wishes to appoint a Dallas dealer.

Lynn Manufacturing Company, 234 South Colony, Wallingford, Conn., vinyl plastic products manufacturer, is

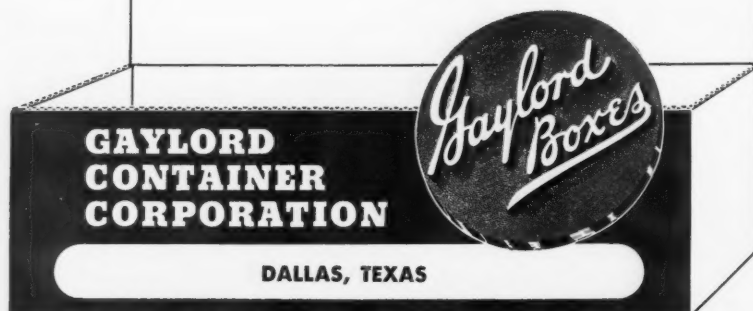
seeking a manufacturer's representative.

W. J. Burke & Company, 2257 East Fifteenth, Los Angeles 21, Calif., concrete construction accessory distributor, wishes to establish a Dallas dealer.

Electronic Secretary Distributors, 809 West National, Milwaukee 4, Wisc., automatic telephone answering machine manufacturer, is seeking a Dallas dealer.

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NSRB Vice Chairman. Robert J. Smith, president of Pioneer Air Lines, is the new vice chairman of the National Security Resources Board. Nominated by President Truman, Mr. Smith has been confirmed by the Senate for the top role in the nation's preparedness program. He is a vice president of the Dallas Chamber of Commerce.



Secretary-Treasurer. Fred D. Bradley, purchasing agent and assistant treasurer of Southern Union Gas Company, Dallas, has been elected secretary-treasurer of the public utility buyers' group of the National Association of Purchasing Agents.

CHRIS DURBIN, Dallas sales manager of R. H. Higgins Company, distributor of Beltone hearing aids, has been named vice president.

DALLAS • AUGUST, 1950

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Heads Producers' Council. W. P. Dunne, Blue Diamond Company, has been named president of the Dallas Producers' Council, succeeding James L. Neal, Owens-Corning Fiberglas Corporation. Other new officers are Mel Schuster, Aluminum Corporation of America, vice president; Horace Butler, Macatee, Inc., secretary; and M. B. Vifquain, Armstrong Cork Company, treasurer.

DR. LEONARD SCHECTER, optometrist, has opened his new downtown Dallas office at 1903 Elm.

GASTON WOOD, who has been head of the bookkeeping department of the



New Airmaid Hosiery Executives. Myer M. Donosky, right, is new president of the Airmaid Hosiery Mills, succeeding Joe R. Brown, left, who has been elevated to chairman of the board. Mr. Donosky resigned several months ago as treasurer and director of "The Dallas Morning News," which he joined in 1922 as statistician and later served as office manager and assistant secretary and treasurer. Mr. Brown founded the Airmaid company in 1931. He is a former president of the Stanard-Tilton Milling Company.

Empire State Bank since November, has been advanced to assistant cashier.

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Returns to Dallas. Jimmy Baxter, former featured baritone singer with Ted Fio Rito's orchestra and more recently star of the Admiration coffee program over 38 stations including KRLD, has returned to Dallas to pursue technical studies and begin a series of programs over KRLD and KRLD-TV. He made his debut at the Palace Theater in Dallas at age eight when he was billed as the "Little Boy with the Big Voice".

J. HUBBARD COOK has sold his hardware and variety store business to become a representative in the Dallas agency of the Security Life & Accident Company.



Doing Business in Larger Quarters. Mr. and Mrs. Chester G. Evans, above, owners of Evans Employment Service, are now operating their agency in larger, modernized quarters in 207-8 Praetorian Building. Their firm occupies about double the space it had at its former location at 1714 Commerce.



Core Lab President. John D. Wisenbaker has assumed the presidency of Core Laboratories, Inc., Dallas petroleum reservoir engineering firm, following purchase of the controlling interest by a group of company employees. Mr. Wisenbaker was formerly manager of operations. Other new officers are R. S. Bynum, Jr., vice president, who continues as district engineer at Midland; John W. Barber, vice president, who continues as district engineer at Oklahoma City; and Clair C. Miller, secretary-treasurer, Dallas.



New Bank Director. S. W. Nichols is a newly elected member of the board of directors of the Fair Park National Bank. Mr. Nichols is president of the S. W. Nichols Company of Dallas, acoustical contractor and distributor of Celotex acoustical materials.

VAUGHN ROZELLE, who has operated a real estate office for the last four years, has become associated with Ira P. DeLoache, realtor, Preston Road and Northwest Highway.

DeWAYNE TeVAULT and ODETTE TeVAULT, commercial and residential

architectural designers, have occupied new quarters at 2820 North Henderson.

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The March of Industry

New Dallas Apparel Firm Gets Production Under Way

A NEW FIRM in the Dallas fashion and sportswear market is William S. Miller & Company, which has opened its factory, show rooms, and offices at 704 Elm in the space which formerly housed the coat and suit division of the Leighton Manufacturing Company. The Miller line of misses and junior sportswear and tailored apparel was introduced at the Dallas Midwinter and Holiday Market this month.

The apparel firm was founded by William S. Miller, president, and Edward E. Cupaioli, vice president. Mr. Miller was

formerly for 21 years a member of Ira Rentner & Miller, New York manufacturer of junior wear. Before that he was first associated with his father in the retail shoe business in Houston and then joined his brother's New York manufacturing company, Straus & Miller, now known as Anna Miller, Inc. Mr. Cupaioli, who most recently has been a designer for Nardis Sportswear of Dallas, began his manufacturing career in 1924 with Philip Mangone, New York manufacturer, and later was associated with Henry Fredericks, Inc., and Davidow, both of New York.

A NEW LINE of made-in-Dallas fashions was introduced at the Dallas Midwinter and Holiday Market this month by William S. Miller, left, below, and Edward E. Cupaioli, right, founders of the newly established William S. Miller & Company, manufacturer of misses and junior sportswear.



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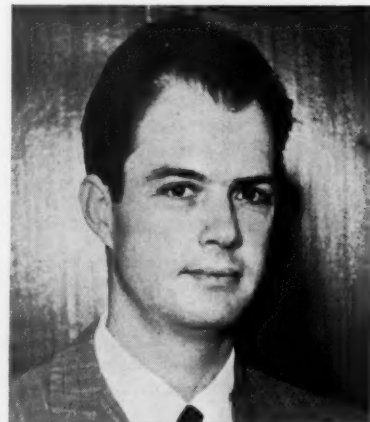
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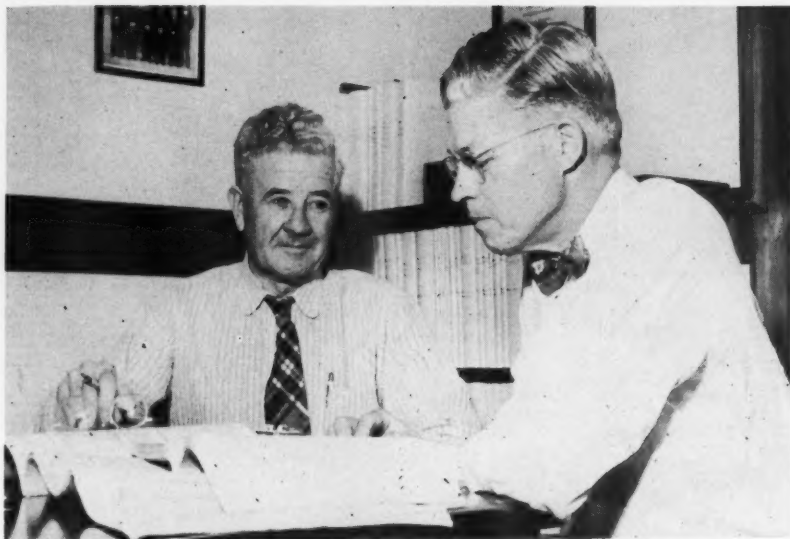


Forms Rug Cleaning Firm. Bob Bauman is president of the newly organized 30-Minute Rug Cleaning Company, which has opened a plant at 3601-3 McKinney. The firm, which is adding a department to clean automobile rugs while the customer waits, uses a recently patented nonflammable dry-cleaning fluid which is said to remove chewing gum, tar, grease, food residue, dirt, and other rug-soiling materials. Mr. Bauman is a former cleaning supply salesman.



Rejoins Rogers & Smith. Randall E. Brooks has returned to the Rogers & Smith Advertising Agency as vice president and account executive in the Dallas office. Mr. Brooks has been assistant sales manager and manager of export sales for Gulf Publishing Company, Houston, for the last three years, and just before joining Gulf was an account executive with Rogers & Smith in 1947. Before that he was in the merchandising and research departments of Compton Advertising, New York, and with Tracy-Locke Company in 1946.

FRANK J. WELCH, who has been with the Home Insurance Company since 1929, has been appointed manager of the loss department in the Dallas office.



Organize Traffic Bureau. Ed H. Pierson, right, is owner and manager, and H. Clay Eargle, left, is office manager of the newly established North Texas Traffic Bureau, 1517 Praetorian Building.

The firm will serve as freight traffic consultant and offer traffic management service covering rate adjustments, analyses, quotations, statements and surveys, overcharge, loss and damage claims, and



Advanced by Chevrolet. T. E. Brents, who for the last two years has been manager of the Charlotte zone of the Chevrolet Motor Division of General Motors Corporation, has been appointed assistant Southwest regional manager at Dallas. Mr. Brents joined Chevrolet in 1928 as a factory representative at Houston.

shipper representation on freight rate matters before the various freight bureaus. The bureau has been formed to serve manufacturers and industrial concerns.

Mr. Pierson, who was connected with the Texas & Pacific Railway in the accounting department for nearly 24 years, was subsequently associated with the Texas Electric Railway for six years in the traffic department, then was traffic manager for Lone Star Steel Company for two years, and for the last five and one-half years has been vice president in charge of traffic for the Figaro Company. Mr. Eargle was associated with four railroads before becoming assistant traffic manager of the Houston Chamber of Commerce. He later served as traffic manager of the Beaumont and Springfield (Mo.) Chambers and during World War II was head of the traffic department at Dallas for the Office of Price Administration. Both Mr. Pierson and Mr. Eargle are registered Interstate Commerce Commission practitioners.



French Textile Leaders Visit Dallas. Sixteen top French officials in the distribution of textile products looked over Dallas' apparel operations last month in connection with their study of American selling and distribution methods. During their two-day visit, they were luncheon guests at the plant of the Hagggar Company, and also inspected the plants of the Donovan Manufacturing Company, Lorch Manufacturing Company, and Nardis Sportswear, and toured the Neiman-Marcus Company specialty store.

At the Hagggar factory they were shown DuPont's new fabric, Orlon, by J. M. Hagggar, chairman of the board of the company, pictured at center, without coat. To his left is Claude de Marcilly, leader of the mission, and to his right Ray L. Miller, former Dallas regional director of the Bureau of Foreign and Domestic Commerce, who arranged the group's Dallas tour. Back of Mr. Hagggar is his son, J. M. Hagggar, Jr., secretary and treasurer of the company. To the right of Mr. Miller is George L. Malherbe of the Dallas staff of the Bureau of Foreign and Domestic Commerce. At far right is Emmett V. Galloway, project manager, marketing division, office of industry of commerce, Department of Commerce, Washington, who conducted the Frenchmen on their American tour.

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S. P. Operating Five New Sunset Limiteds

Streamlined Pullman cars over the Texas & Pacific Railway provide a connection for Dallas passengers riding the five new Sunset Limiteds put into operation this month by the Southern Pacific Lines between New Orleans and Los Angeles. The T. & P. Pullmans leave Dallas at 7:55 a.m., and connect with the Sunset Limited at El Paso. Eastbound, the new train arrives at El Paso at 3 p.m. carrying cars that reach Dallas at 7:05 a.m.

Pictured is the interior of the mid-train lounge car, included among the 15 cars in all for each of the five Sunset Limiteds (total cost: \$15,000,000).



Questionnaires Seek Buyers' Guide Data

Compilation of the 1951 edition of "Key to Buying in Dallas," official directory of the Dallas market, was begun this month with the mailing out of questionnaires to Dallas County manufacturers and wholesalers.

Cooperation of Dallas County firms in supplying the essential data needed for the buyers' guide by returning the questionnaires promptly to the Dallas Chamber of Commerce is requested in the interest of making the 1951 edition the most complete yet published. The directory will list both alphabetically by firm name and under product and trade name classifications Dallas County manufacturers, wholesalers, distributors, manufacturers' sales branches, manufacturers' sales offices, factory representatives, and manufacturers' agents.

Each firm or individual will receive two listings without charge, one alphabetical and one classified. Additional listings will cost \$3 each. A listing will comprise the name of the firm or individual, a symbol designating the type of business operation, street address, post office box number, postal zone number, and telephone number.

"Key to Buying in Dallas" is distributed without charge to actual buyers and prospective customers of the Dallas market throughout the United States and Latin America.



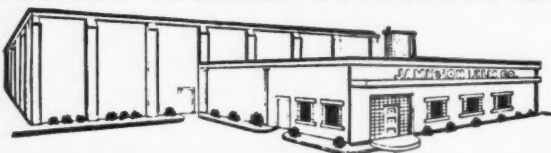
Opens Furniture Store. Henry F. Evans, veteran Oklahoma furniture merchant, planned to retire when he came to Dallas last fall from Tulsa, but this month was back in business again as owner of the Henry F. Evans Furniture Company, 6420 Gaston. He formerly operated furniture stores at Muskogee, Oklahoma City, and Tulsa. The Dallas store, containing 10,000 square feet of floor space, is stocked with popular lines of furniture, floor coverings, and electric appliances. Hunt Allen, who has been in the furniture business for 29 years, is manager of the Evans store. Mrs. Carl Minton is office and credit manager.

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Nell O'Connell

(Continued from Page 24)

readying itself for the Texas Centennial Exposition. She was signed as the Chrysler harpist and played during the Centennial and Pan-American Expositions in 1936 and 1937.

Miss O'Connell now wanted to settle down in Dallas permanently but found that music as a career in Dallas was hardly a paying proposition back in 1938. It was then that Cooper E. Wyatt, president of the Hillcrest State Bank, opened the door to another of her series of successful careers.

She recalled that, after her first day in the bank, she tossed in her sleep all night counting money, adding columns of figures, seeing lines of people asking questions. She resolved to start to banking school the next morning so that she could deal with assurance with any problem that came her way.

"It was 10 years before I really began to quit worrying about the responsibility of handling other people's money," she said. "Now I think of dollars as just so many potatoes—and potatoes are taboo on my diet."

Miss O'Connell pointed out that, of the 300,000 persons employed by America's 15,000 banks, about 155,000 are women. She feels that the rapid stride of women in banking as a profession has been boosted by the machine age.

"Women are quick and accurate and do not tire of the same task as rapidly as do men," she said.

Once a journalist, interviewing her as a "lady banker" at a convention of the American Institute of Banking in Portland, Ore., asked Miss O'Connell how it happened she had never settled down to a bungalow. She replied that she thought every girl is a bungalow type at heart but that there just aren't enough bungalows and perfect matches to go around.

"Take romance if it comes your way," she said, "but if it doesn't, then find contentment in the only other thing worthwhile—compatible work. For me that is banking."

The amazing part of the story of her career is that Nell O'Connell, who has become an excellent banking executive, never really regarded money as important until Mr. Wyatt gave her a job in 1938 filing checks. But in watching how people arranged for loans, how they worked to pay them back, how they tried to figure out their own financial problems (and learning to budget herself to a steady salary instead of the joyously haphazard methods of the stage's irregular

pay checks) she gained a new regard for money.

In 1944 she was selected as one of the 10 outstanding women in banking to compete for the Jean Arnot Reid award, and she reached the finals in the American Institute of Banking's public speaking contest held in St. Louis for the A. P. Gianini award. In 1946, she was a member of the women's panel at the national convention in Detroit, and in 1947 was chosen national publicity chairman for the American Institute of Banking.

She became the first woman president of the AIB's Dallas Chapter in 1947. She is also a member of the Association of Bank Women, an organization of bank executives.

The Irish colleen who studied voice with Lesley Martin of the Metropolitan Opera House Studios and harp with Seavasta, Siusa's harpist, and Nicolette, charter harpist with the Philadelphia Symphony Orchestra, was advanced to assistant cashier of the Hillcrest State Bank on January 12, 1948.

She has not given up her music. She plays the harp for numerous parties and weddings and has appeared frequently on television. She works actively in the Dallas Business and Professional Women's Club and in Altrusa International. She is an honorary member of the Dallas Academy of Speech and Drama and the Lion's Club. And she is working hard to be a better banker.

It may be hard to tell exactly how the careers of stage and finance dovetail but Nell O'Connell doesn't think that they vary too much. She once told a reporter

that both required good timing. On the stage you are a hit or a flop in the first few minutes, and in banking you gain the confidence of your client in the first few minutes or you may never have it in later transactions, she explained.

For her there is no regret over having retired from the constant travel and tension of the stage. But she admits that if she didn't enjoy her present career so much, she might be looking back on the past.

"That is the reason it is so important that one always do the things he or she enjoys, and do them wholeheartedly," she said. "That is the way always to be happy."

"I'm as excited now over anything a client asks me to do for him in banking as I was years ago when I was given my first singing and acting role—that of Titania in 'Midsummer Night's Dream' in high school. And I don't believe I have ever wasted any time either being unhappy or making others that way. The way you greet people and make them feel is actually more important here at my desk than it ever was over footlights. People often go to a show to forget their problems, and they come to a bank often to solve them. So my careers have actually been one."

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Foreign Trade Inquiries

EDITOR'S NOTE: Statements under this heading are based on information received by the Dallas Chamber of Commerce, but are not guaranteed by the Chamber or DALLAS. Details may be obtained from the Foreign Trade Department of the Dallas Chamber of Commerce. Please refer to code.

5078/HWJ. **Japan.** Tokyo manufacturer has for export Okinawa hand-woven paper cord hat bodies, Bangkok machine-woven hats, pedaline hemp braid for women's wear, and artificial hat trimming.

5078/H. **Mexico.** Sonora firm offers Mexican jumping beans for export.

5078/B. **California.** San Francisco exporter wishes to contact manufacturers interested in exporting linter pulp in sheets.

5078/CHL. **Massachusetts.** West Springfield firm wants to appoint a distributor for the Southwest for Canadian Maska Diamond socks.

5068/CRCM. **Italy.** Milano manufacturer wishes to contact firms interested in importing his line of cutlery, and would also like to appoint agents to handle his products.

5078/NTC. **Holland.** Middleburg manufacturer offers for export safety goggles, and wishes to appoint distributors.

5078/U. **Argentina.** Buenos Aires concern wishes to contact firms interested in importing products made in Argentina.

5068/FE. **France.** Manufacturers have for export cognac, armagnac, brandy, cider, Bordeaux wines, St. Sebastian wine, vermouthe, liqueurs, champagne, honey wine, capers and gherkins, black olives, mustard, foie gras, canned prepared tripe, "Bresse" poultry, chick-peas, fruit preserves, tartaric acid and cream of tartar, talc, chemical products, opium, magnesia, chalk, potter's clay, casein, glue, gelatin, cattle feed, essential oils for perfume, fine soaps, and egg shampoo.



White-Plaza Manager. Gabriel A. French has been advanced from chief auditor to manager of the White-Plaza Hotel. Mr. French has served the White-Plaza since 1939 except for two years in the Navy and two years as chief auditor of the White-Plaza Hotels, with headquarters at San Antonio.

FRANK K. HUNTER has joined the staff of Northway Christian Church as minister of music.

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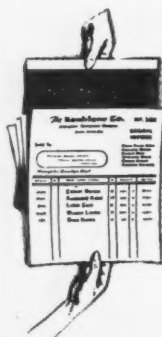
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Dale Miller

(Continued from Page 7)

sands of mailboxes into Congressional baskets and have been principally responsible for the unanimity of determined action that has characterized the proceedings of late on Capitol Hill.

As to the future, no one in Washington can predict what will happen tomorrow. There is general agreement that the United States faces a future fraught with danger, but beyond that premise there is little accord as to the nature and scope of the danger, or the imminence or remoteness of that day of Armageddon for the kind of world in which we live. But whether the crisis in Korea is indeed World War III, or whether it is merely the forerunner of many small but bloody upheavals in many parts of the earth—in an extensive communist pattern of conquest through attrition and exhaustion—there is a common conviction here that we must become adjusted and reconciled to a war economy for an indeterminate number of years. That is likely to prove true regardless of the course of the Korean war, for there is no illusion here that the fierce conflict in that isolated part of the earth is anything less than a pertinent phase of the sweeping historical struggle between freedom and slavery for dominion over the destiny of mankind.

R. H. (Bob) HULL, who has been in automobile service work for 11 years, has been named manager of the service department of Ridout Motors.

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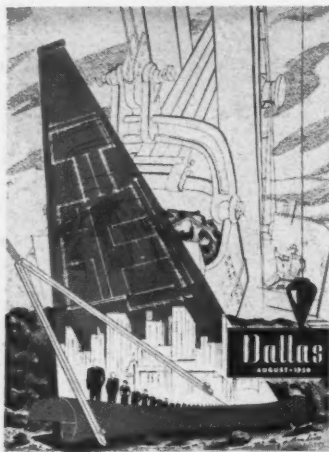
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Dallas PIONEERS



Established

1869 Padgett Bros. Company

Leather Goods—
Wholesale and Retail

1872 Sanger Bros.

In Dallas Since 1872
Forward With Texas Since 1857

1872 Waples-Platter Company

White Swan Fine Foods

1874 Bolanz & Bolanz

Real Estate and Insurance

1875 Dallas Transfer & Term. Whse. Co.

Warehousing, Transportation,
and Distribution

1876 Lyon-Gray Lumber Company

Experienced Retailers of
Building Materials

1878 National Bank of Commerce

Banking

1884 Texas Paper Co.

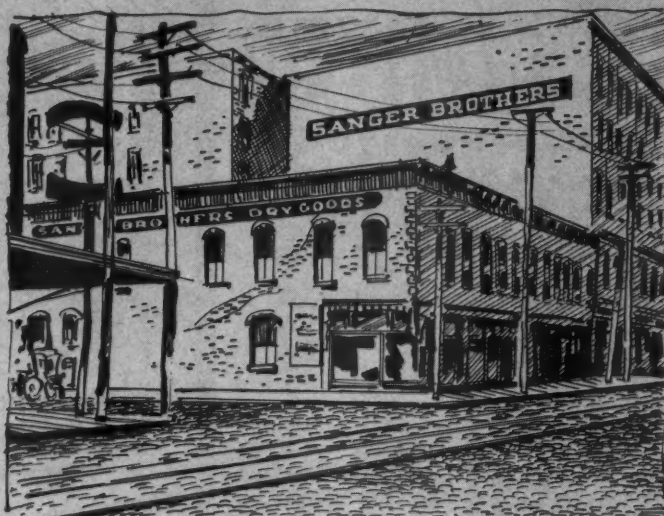
Pioneer Paper House
of the Southwest

1885 Western Newspaper Union

Typesetting, Staddle Mats,
Rotary Press, Newspaper, and
Circular Printing

1888 Sutton, Steele & Steele, Inc.

Engineers and Manufacturers
Specific Gravity, Electrostatic,
and Centrifugal Separators



THE Elm and Lamar Street intersection of downtown Dallas, sketched above by Virgil Fralin as it was about 1900, presented an unimpressive appearance in contrast with its modern, mid-century look today. Shown is the early-day store of Sanger Brothers, which at that time had long been a substantial Dallas retail institution, having opened its Dallas store in 1872. Sanger's Texas beginning was in 1857, the year Isaac Sanger left New Orleans by stagecoach. Keeping pace with the growth of Dallas, the Sanger Brothers' store today occupies the entire block bounded by Main, Elm, Lamar, and Austin, and in addition has a garage, appliance division, and other units in nearby buildings and suburban branches.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1889 Austin Bros. Steel Company

Steel for Structures of Every Kind

1889 Watson Company

Contractors and Builders

1892 The Egan Company

Printing, Lithographing, and
Embossed Labels

1893 Oriental Laundry and Cleaners

Finer Laundering, Cleaning,
and Fur Storage

1896 Briggs-Weaver Machinery Co.

Industrial Machinery
and Supplies

1897 Anderson Furniture Co.

Dallas' Oldest Furniture Store

1898 Lang's Floral & Nursery Co.

The Southwest's Foremost Florists,
Decorators, Nursery, Landscape
Service

1898 The Praetorians

Life Insurance Service

1904 T. A. Manning & Sons

Insurance Managers
Fire—Casualty

1906 Hesse Envelope Company

Manufacturers of Envelopes
and File Folders



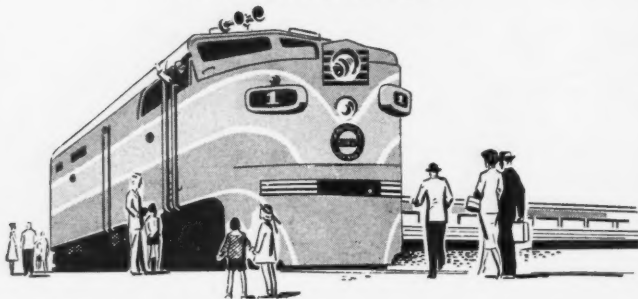
*Southern Pacific proudly
presents the luxurious*

NEW

SUNSET LIMITED

**NEW ORLEANS • HOUSTON
SAN ANTONIO • LOS ANGELES**

Streamliner



STARTING SUNDAY, AUGUST 20, SP's all-new, streamlined Sunset Limited makes its "maiden voyage" between New Orleans and Los Angeles . . . directly serving Lake Charles, Orange, Beaumont, Houston, San Antonio, El Paso, Tucson, and Phoenix with the finest, fastest, most luxurious streamlined service in history! From the gleaming diesel locomotive to the swank, rounded-end sleeping car, the all-new Sunset Limited embodies every travel comfort and convenience available. Every sleeping car is an all-room car, with bedrooms, roomettes, and spacious bedroom suites. Chair car passengers may enjoy complete relaxation in the new "Sleepy Hollow" reclining seats, each with its own leg rest. There are also ample dining and lounging facilities for everyone aboard our new luxury limited. Circulating ice water; "pressurized" air-conditioning—no dust, no drafts; feather-touch doors; and real Southern Pacific hospitality are other features which will make your trip a memorable experience when you ride our *new* Sunset Limited.

EXTRA FAST — EXTRA FINE — moderate EXTRA FARE

We're so proud of our new train that we've printed a beautiful 24-page color booklet describing it in complete detail. It's yours for the asking. We would like to send you a copy.



DE LUXE BEDROOM SUITES, a fine conference room on wheels.



ROOMY "SLEEPY HOLLOW" RECLINING CHAIR CAR SEATS, most luxurious of all low-cost transportation.



"FRENCH QUARTER" LOUNGE, styled to the atmosphere of romantic New Orleans.



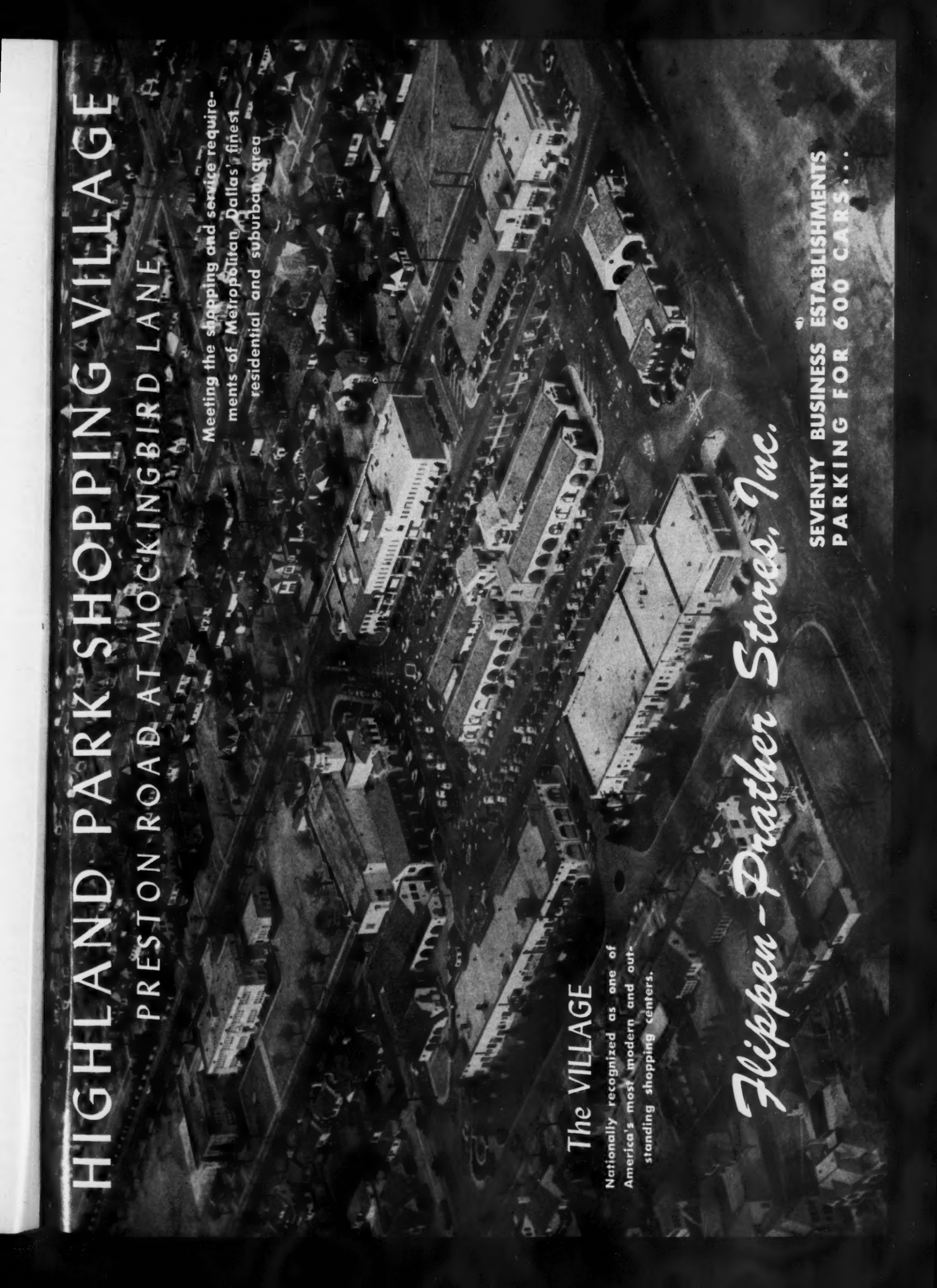
AUDUBON DINING ROOM, beautifully decorated . . . completely equipped for sumptuous dining.



"PRIDE OF TEXAS" COFFEE SHOP-LOUNGE, dining, lounging facilities for all passengers

S·P

B. H. TANNER, District Passenger Agent,
1313 Commerce Street, Phone C-8611
Dallas, Texas

An aerial photograph of a large shopping center complex with multiple large buildings, parking lots, and surrounding residential areas.

HIGHLAND PARK SHOPPING VILLAGE

PRESTON ROAD AT MOCKINGBIRD LANE

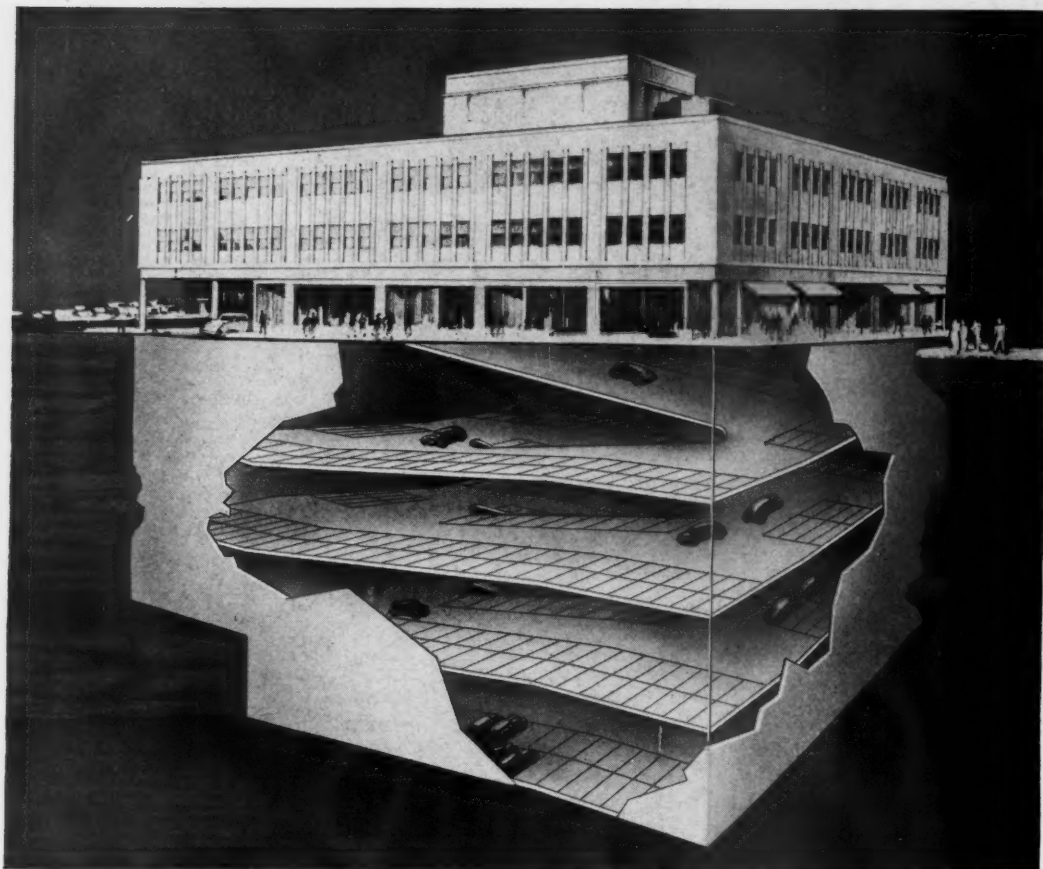
Meeting the shopping and service requirements of Metropolitan Dallas' finest residential and suburban area

The VILLAGE

Nationally recognized as one of America's most modern and outstanding shopping centers.

Flippen-Prather Stores, Inc.

SEVENTY BUSINESS ESTABLISHMENTS
PARKING FOR 600 CARS...



CONVENIENT, COOL PARKING FOR MERCANTILE DEPOSITORS

Any bank teller, at the time you make your deposit, will stamp your parking ticket entitling you to *one hour of free parking* in the Mercantile-Commerce Garage. The circular spiral ramp slopes so gradually that it is 1,500 feet or approximately five city blocks in length. This eliminates sharp curves which mean needless wear on tires and brakes. Indoor parking, underground, keeps your car as cool as a cave. Just drive in on Jackson or St. Paul Streets.

MERCANTILE NATIONAL BANK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

